

# **EXHIBIT 5**

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK**

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In re: AMLA LITIGATION

Consolidated Case No. 1:16-cv-06593 (JSR)

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**EXPERT REBUTTAL REPORT OF DR. JONATHAN D. HIBBARD**

**SUBMITTED IN RESPONSE TO  
THE EXPERT REPORT OF J. MICHAEL DENNIS, PH.D.**

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### **Background and My Qualifications**

1. I have been retained in this matter by attorneys representing L'Oréal USA, Inc. and Softsheen-Carson, LLC. This rebuttal report provides my opinions in response to the Declaration and Expert Report provided by J. Michael Dennis, Ph.D., (the "Dennis Report"), including the survey described in that document (the "Dennis Survey").<sup>1</sup> Given the ongoing discovery in this matter, I respectfully reserve the right to supplement this rebuttal report.

2. I am a marketing professor at the Boston University Questrom School of Business. I have 25 years of experience and expertise as a marketing academic, marketing practitioner, survey design expert, and educator. I have extensive experience researching, teaching, and consulting in marketing strategy, marketing channels, branding, consumer behavior and survey design.

3. I earned a PhD in marketing and an MBA from Northwestern University's Kellogg School and a Bachelor of Science from Boston University. My research, teaching, and consulting focuses on marketing strategy, survey design, the design and management of marketing channels, branding, and consumer behavior. My research has appeared in peer reviewed journals such as the *Journal of Marketing Research*, *Journal of Interactive Marketing*, *Psychology & Marketing*, *Business Strategy Review*, *Marketing Education Review*, and other outlets. I have authored a number of teaching cases and have presented this research at national and international forums. I have served as a reviewer for a number of marketing journals and on the Editorial Review Board of the *Journal of Business to Business Marketing*.

4. My research has won acclaim from the Marketing Science Institute, the Institute for the Study of Business Markets, and the American Marketing Association. I have co-authored (with Philip Kotler, one of the most well-known and recognized marketing scholars in the world) an extensive series on the state of marketing for Encyclopaedia Britannica.

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<sup>1</sup> Declaration and Expert Report of J. Michael Dennis, Ph.D., dated October 6, 2017.



5. At Boston University, I have taught a number of marketing courses on consumer behavior, business-to-business marketing, marketing strategy, and marketing management, at both the MBA and undergraduate levels. I also teach in the School's executive programs.

6. At the Questrom School of Business, I am the Faculty Lead for the Cross Functional Core suite of courses. The Core is one of the key elements differentiating Questrom's Undergraduate curriculum. It consists of four courses – Marketing, Operations, Finance and Analytics – which are integrated into a unique one-semester sequence through a common semester-long project focused on new product or new service development.

7. My experience includes work in the computer industry as a sales representative for NCR Corporation, in marketing and public relations, and as a researcher and case writer at the Harvard Business School.

8. I have performed research, taught in management development programs and consulted to organizations on marketing and branding strategy in Europe, Asia, Africa, and South and North America. Some selected clients: Pitney Bowes, IBM, AT&T, The Wall Street Journal, Texas Instruments, Goodyear Tire & Rubber, Pharmacia & Upjohn, VISA International, CitiCorp, BlackRock Financial, ServiceMaster, Encyclopaedia Britannica, Cigna Worldwide, and Franklin Covey.

9. A copy of my curriculum vitae, including a list of publications I have authored and a list of all other cases in which I have testified as an expert during the previous four years, is attached as Exhibit 1.

#### **Materials Reviewed and Compensation**

10. In writing this rebuttal report and conducting my survey, I have reviewed the following materials:

- i. The Consolidated Amended Class Action Complaint, dated March 24, 2017;
- ii. The Plaintiffs' Memorandum in Support of Motion for Class Certification, Appointment of Class Representatives, and Appointment of Class Counsel, dated August 11, 2017 and supporting declarations and exhibits;

- iii. The Defendants' Memorandum in Opposition to Plaintiffs' Motion for Class Certification, Appointment of Class Representatives, and Appointment of Class Counsel, dated August 25, 2017 and supporting declarations and exhibits;
  - iv. The Plaintiffs' Reply Memorandum in Support of Motion for Class Certification, Appointment of Class Representatives, and Appointment of Class Counsel, dated September 8, 2017 and supporting declarations and exhibits;
  - v. Defendants' Supplemental Memorandum In Opposition To Plaintiffs' Motion For Class Certification, Appointment Of Class Representatives, And Appointment Of Class Counsel, dated September 19, 2017;
  - vi. The Declaration of Patricia Cumberland (in Opposition to Plaintiffs' Motion for Class Certification, Appointment of Class Representatives, and Appointment of Class Counsel, dated August 25, 2017;
  - vii. All iterations of the Relaxer packaging;
  - viii. Declaration of Thomas Maronick, dated August 25, 2017;
  - ix. The transcript from the Deposition of Angela Ellington, dated July 28, 2017;
  - x. The Declaration and Expert Report of J. Michael Dennis, Ph.D., dated October 6, 2017, including Attachments and other materials, such as electronic files of survey data; and
  - xi. Materials identified through research on hair relaxers and related topics. Some of those materials are cited in this report, as appropriate.
11. My time is billed at a rate of \$600 per hour, with daily rates for testimony. My compensation is not dependent on the outcome of this matter.

### **Overview of this Report**

12. Based on my review of the Dennis Report, and my review of other materials, I believe that the Dennis Survey is fundamentally flawed, does not meet generally-accepted research standards, and does not provide reliable or valid measures relating to claims for the Softsheen-Carson Optimum Amla Legend Rejuvenating Ritual hair relaxer (“Amla Legend hair relaxer”). I also believe that the Dennis Report does not accurately portray what the Dennis Survey actually measured. My report describes the reasons for these conclusions, including that the Dennis Survey interviewed the incorrect respondents, did not provide a measure of any price premium paid by those consumers, did not measure materiality, did not replicate marketplace conditions, did not include any control, and asked a number of leading and biased questions.

13. In response, I conducted a rebuttal survey (the “Hibbard Survey”). Unlike the Dennis Survey, my survey interviewed respondents who closely represent the applicable consumer class, included control questions, asked questions that were neither leading nor biased, and measured consumers’ beliefs about no-lye hair relaxers.

14. After describing the Dennis Survey, I will summarize my opinions regarding the Dennis Survey and the Dennis Report, and then summarize the survey that I conducted in this matter.

### **Summary of the Dennis Survey and Dennis Report**

15. Screening questions in the Dennis Survey qualified prospective respondents, among other criteria, as female, age 18 to 54 years old, Black or African American, and representing that they purchased hair relaxer kits for personal use in the past five years.<sup>2</sup>

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<sup>2</sup> Dennis Report, paragraph 21 and Attachment B. Other qualifying questions asked respondents the state where they live, whether they purchased “Hair care products (like shampoo, hair care kits, conditioner)” for personal use in the past five years, and to confirm that they purchased a “Hair relaxer kit” in the past five years for their personal use.

16. After qualification, respondents were provided an initial instruction, and then were randomly assigned to either the Referendum question or the consumer perceptions questions.<sup>3</sup> In the Referendum path, respondents were first instructed,

“Suppose you go shopping to buy a hair relaxer kit at the store where you usually purchase hair relaxer kits.

Suppose there are only two hair relaxer kit products available in the store: Product A and Product B. You don’t have time to go to a different store.”

17. Additional instructions informed respondents that Product A and Product B have the same price, amount of product, number of applications, ability to straighten hair, instructions for how to apply the product, and gloves. The products were described as differing only in usage risk and required processing time. Product A was described as “... less likely to result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product.” Product B was described as “... more likely to result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product.” Product A was described as having a processing time of “Up to 20 minutes,” while Product B was described as having a processing time of “Up to 15 minutes.”<sup>4</sup>

18. Figure 1 below depicts a table comparing Product A and Product B that was shown to the Dennis Survey respondents:<sup>5</sup>

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<sup>3</sup> Dennis Report, paragraph 28.

<sup>4</sup> Dennis Report, Attachment B, Referendum Question Block.

<sup>5</sup> Dennis Report, Attachment C.

**Figure 1: Table from the Dennis Survey Comparing Product A and Product B**

When these two hair care relaxer kits are the only ones available to you, would you purchase Product A or Product B?

Product Features and Characteristics	Product A	Product B
Price	Same	Same
Amount of product (scalp pre-treatment, the hair relaxer cream, neutralizing shampoo, conditioner, and moisturizer)	Same	Same
Number of applications (one)	Same	Same
Ability to straighten hair	Same	Same
Instructions for how to apply the product	Same	Same
Gloves	Same	Same
Amount of processing time (including application and smoothing time)	Up to 20 minutes	Up to 15 minutes
Result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product	Less Likely	More Likely
Please select one for purchase	<input type="radio"/>	<input type="radio"/>

☐ Don't Know

19. Product A and Product B are described as the “Same” on every attribute except for amount of processing time, and the likelihood of scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product. While this table was shown, respondents were asked, “When these two hair care relaxer kits are the only ones available to you, would you purchase Product A or Product B?”<sup>6</sup>

20. Based on the data from this question, Dr. Dennis concluded that, “By a six-to-one margin (83.3% compared to 13.8%), consumers prefer the safer product even though it has a slower processing time.”<sup>7</sup>

21. The consumer perceptions questions consisted of three survey questions, which were asked of a group of respondents different than those asked the Referendum question.<sup>8</sup> The first consumer perceptions question asked respondents,

<sup>6</sup> Question REFERENDUM.

<sup>7</sup> Dennis Report, paragraph 32.

<sup>8</sup> Dennis Report, Attachment B, Consumer Perceptions Question Block.

“Suppose a hair relaxer kit has the words ‘No-Lye’ on the front of the packaging.

Compared to hair relaxer kits that do not have the words ‘No-Lye’ on the package, what would be your expectation about the ‘No-Lye’ hair relaxer kit?

The ‘No-Lye’ hair relaxer kit would be...<sup>9</sup>

22. The response options for this question included, “Just as harsh or harsher on your hair,” “Less harsh on your hair,” and “I would not have an expectation.”

23. The second consumer perceptions question asked respondents,

“Again, suppose a hair relaxer kit has the words ‘No-Lye’ on the front of the packaging.

Compared to hair relaxer kits that do not have the words ‘No-Lye’ on the package, the ‘No-Lye’ hair relaxer kit would be...<sup>10</sup>

24. The response options included, “More safe to use,” “Less safe to use,” and “I would not have an expectation.”

25. The third consumer perceptions question asked respondents,

“Finally, suppose a hair relaxer kit has the words ‘No-Lye’ on the front of the packaging.

Compared to hair relaxer kits that do not have the words ‘No-Lye’ on the package, the ‘No-Lye’ hair relaxer kit would be...<sup>11</sup>

26. The response options included, “More likely to be harmful to your scalp and hair,” “Less likely to be harmful to your scalp and hair,” and “I would not have an expectation.”

27. Based on the three consumer perceptions questions, Dr. Dennis concluded that consumers expected a “No-Lye” hair relaxer kit to be “less harsh on your hair” (80.0% of respondents), “more safe to use” (77.5%), and “less likely to be harmful to your scalp and hair” (77.9%). He also concluded that the “No-Lye” claim is material to the reasonable consumer of the product.<sup>12</sup>

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<sup>9</sup> Question PERCEPTION\_1.

<sup>10</sup> Question PERCEPTION\_2.

<sup>11</sup> Question PERCEPTION\_3.

<sup>12</sup> Dennis Report, paragraph 18.

28. After answering either the Referendum question or the consumer perceptions questions, all respondents were instructed, “Now, we want your opinion about other words that might appear on the packaging of hair relaxer kits.” The next screen instructed respondents to “Please take a moment to consider these images from a hair relaxer kit.” Figure 2 shows the images from the Amla Legend hair relaxer package that were shown to the Dennis Survey respondents:

**Figure 2: Images from the Amla Legend Hair Relaxer Package Shown to Respondents**



29. After viewing these images, respondents were asked,

“What is your expectation about the hair relaxer kit because it has the description of ‘AMLA LEGEND REJUVENATING RITUAL’ and ‘WITH AMLA OIL FROM INDIA’? (Click [here](#) to see Amla Oil image.)

The product would...

Make your hair healthier and stronger  
Not make your hair healthier and stronger  
I would not have an expectation.”<sup>13</sup>

30. The next question was similar in phrasing, asking respondents,

“Again, what is your expectation about the hair relaxer kit because it has the description of ‘AMLA LEGEND REJUVENATING RITUAL’ and ‘WITH AMLA OIL FROM INDIA’? (Click [here](#) to see Amla Oil image again.)

The product would...

Use Amla oil to help condition and nourish your hair  
Not use Amla oil to help condition and nourish your hair  
I would not have an expectation.”<sup>14</sup>

31. After this question, respondents who had previously been asked the consumer perceptions questions were given a brief instruction and asked,

“Suppose using a hair relaxer kit can result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product.

In your opinion, should the company include information with the product about these risks?

Yes, include the information  
No, do not include the information  
No opinion.”<sup>15</sup>

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<sup>13</sup> Question AMLA\_1. In Attachment B to the Dennis Report, “Amla” was sometimes spelled “Amala. In Attachment B and Attachment C to the Dennis Report, “Rejuvenating” was spelled “Rejuventating.” This report uses the spelling that was shown in Attachment C.

<sup>14</sup> Question AMLA\_2.

<sup>15</sup> Question DISCLOSE.



32. Based on these final three questions, Dr. Dennis concluded that consumers expected that a hair relaxer kit described as “AMLA LEGEND REJUVENATING RITUAL” and “WITH AMLA OIL FROM INDIA” would “make your hair healthier and stronger” (85.5% of respondents) and would “use Amla oil to help condition and nourish your hair” (92.0%).<sup>16</sup> Dr. Dennis concluded that these labels are material. He also concluded that consumers were “nearly unanimous” that a company should include risk information with the product, with 96.3% answering affirmatively.<sup>17</sup>

### **Summary of My Opinions Regarding the Dennis Survey and Dennis Report**

33. Based on my review of the Dennis Report and other materials, I believe that the Dennis Survey suffers from a number of serious flaws, violates basic and generally-accepted principles of litigation surveys, and should not be viewed as providing a useful or reliable measure of claims communicated by the Amla Legend hair relaxer.

34. As I describe in detail in my report, the flaws in the Dennis Survey include:

- i. The Dennis Survey included the incorrect population. It is over-inclusive in some respects and under-inclusive in others. Respondents do not represent consumers who purchase no-lye hair relaxers. First, they may have purchased a hair relaxer containing lye. Second, respondents were restricted to ages 18 to 54 years old, even though consumers older than 54 years old may purchase hair relaxers. Third, respondents were required to have purchased a hair relaxer for personal use, but class members may have purchased Amla Legend hair relaxer for someone else, such as a daughter or spouse.
- ii. The Dennis Survey did not measure the price premium paid by consumers, and did not measure materiality. None of the questions in the Dennis Survey ask respondents what price they paid for a hair relaxer, and no questions ask how much they would be willing to pay. Therefore, the Dennis Survey did not measure what

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<sup>16</sup> Dennis Report, paragraph 19.

<sup>17</sup> Dennis Report, paragraph 20.

consumers paid, or whether they would pay a price premium for Amla Legend hair relaxer. The survey also does not measure materiality. The survey did not ask respondents whether they would purchase Amla Legend hair relaxer, or whether the claims on the packaging would influence their decision whether to purchase Amla Legend hair relaxer.

- iii. The Dennis Survey does not replicate marketplace conditions. The Dennis Survey presented product information in a manner that consumers would never encounter in a real marketplace setting. For example, the survey uses a table format that consumers would never see in a store. The survey also showed respondents excerpts from packages of Amla Legend hair relaxer, but omitted important information, including the Safety Warnings panel, which would be available to consumers when they purchase Amla Legend hair relaxer kits in a store. The survey did not show an actual package of Amla Legend hair relaxer, or a complete picture of a package, so it did not measure what consumers would believe when they encounter Amla Legend hair relaxer in a store.
- iv. The Dennis Survey did not include a control, so it cannot establish that any survey measures are due to the package, as opposed to other factors. Without a control, the results of the survey cannot establish how much of respondents' beliefs and attitudes were caused by claims made on Amla Legend hair relaxer packaging, and how much of those beliefs and attitudes came from other influences, such as pre-existing attitudes, general beliefs about hair relaxers, acquiescence bias,<sup>18</sup> or other factors that may affect the survey's measures.

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<sup>18</sup> Acquiescence bias is the possible tendency of survey respondents to agree with survey questions presented in certain formats, such as "yes" and "no" response options. *See* Hans Baumgartner and Jan-Benedict E.M. Steenkamp (2001) "Response Styles in Marketing Research: A Cross-National Investigation," *Journal of Marketing Research*, May 2001, Vol. 38 No. 2, pp. 143-156.

- v. Many Dennis Survey questions are leading and biased. A number of questions in the survey are leading and biased. For example, the survey asked respondents to compare a fictitious hair relaxer that does not have the words “No-Lye” on the packaging with a relaxer that does have the words “No-Lye,” but the survey does not indicate what chemical, if any, might be used instead of lye. Also, the survey asked questions that did not reference information that would be present in the real world, such as safety warnings on the Amla Legend hair relaxer package.

35. I now discuss in detail the flaws and biases in the Dennis Survey.

**My Opinions Regarding the Dennis Survey and Dennis Report**

36. This section describes my opinions regarding the Dennis Survey and the Dennis Report in detail.

- I. The Dennis Survey included the incorrect population. It is over-inclusive in some respects and under-inclusive in others.

37. In conducting a survey, one of the most important steps is to interview the right respondent universe.<sup>19</sup> The Dennis Survey interviewed the wrong respondents. The Plaintiffs have proposed a class consisting of all people who purchased the Amla Legend hair relaxer within the relevant statute of limitations, either in the United States, or in specific subclass states, including California, Illinois, Kentucky, Florida, New York, Pennsylvania, or Missouri.<sup>20</sup> The Dennis Survey universe deviated from the proposed class definition in a number of respects, making it

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<sup>19</sup> “Selection of the proper universe is a crucial step, for even if the proper questions are asked in a proper manner, if the wrong persons are asked, the results are likely to be irrelevant.” McCarthy, J. Thomas. § 32:159 “Relevant ‘universe’ surveyed - Defining the universe.” *McCarthy on Trademarks and Unfair Competition*, 4th ed., West Group, 2014, p. 1.

<sup>20</sup> Consolidated Amended Class Action Complaint, pp. 43-44.

over-inclusive in some respects, and under-inclusive in others.<sup>21</sup> This means that the database includes people who should not be included, and excludes people who should be included.<sup>22</sup>

38. The survey universe is over-inclusive on product purchase. As described earlier, the proposed class in this matter is consumers who purchased Amla Legend hair relaxer kits. Amla Legend is a no-lye hair relaxer. Among other criteria, the Dennis Survey qualified respondents (in questions S\_BUY3 and S\_CONFIRM) as purchasing a hair relaxer kit in the past five years for their personal use. Based on these two questions, respondents may have qualified for the survey if they purchased any hair relaxer kit, even if they purchased a hair relaxer kit that contains lye. In other words, the survey may include respondents who never purchased a no-lye hair relaxer kit, and do not represent purchasers of no-lye hair relaxer kits.

39. Some consumer-oriented articles discuss different types of hair relaxer kits, which include lye-based hair relaxers and no-lye hair relaxers.<sup>23</sup> The Dennis Survey fails to qualify respondents as purchasing a no-lye hair relaxer, and may also include respondents who purchased a lye-based hair relaxer. The Dennis Survey is over-inclusive on product purchase because it is not limited to respondents who purchased no-lye hair relaxers.

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<sup>21</sup> An over-inclusive survey includes “not only the group of consumers relevant to the legal issue being tested, but also other individuals.” An under-inclusive survey includes “only a subset of the entire group of consumers relevant to the legal issue being tested.” Berber, William G. “The Universe.” *Trademark and Deceptive Advertising Surveys: Law, Science, and Design*, edited by Shari Seidman Diamond and Jerre B. Swann, American Bar Association, 2012, p. 28.

<sup>22</sup> See, Diamond, Shari Seidman. “Reference Guide on Survey Research.” *Reference Manual on Scientific Evidence*, 3rd ed., National Academy Press, 2011, p. 377. (“The definition of the relevant population is crucial because there may be systematic differences in the responses of members of the population and nonmembers. For example, consumers who are prospective purchasers may know more about the product category than consumers who are not considering making a purchase.”)

<sup>23</sup> For example, see Gonzalez, Susannah. “Hair Relaxers: What You Should Know.” *NaturallyCurly*, 14 Nov. 2010, [www.naturallycurly.com/curlreading/kinky-hair-type-4a/hair-relaxers-the-facts/](http://www.naturallycurly.com/curlreading/kinky-hair-type-4a/hair-relaxers-the-facts/). See also Amay, Joane. “Relaxers 101: What to Expect When Straightening Your Hair for the First Time.” *TheFashionSpot*, 27 June 2017, [www.thefashionspot.com/beauty/598061-hair-relaxers/](http://www.thefashionspot.com/beauty/598061-hair-relaxers/). “What Is the Difference between Lye and No-Lye Relaxers?” *Sally Beauty*, [www.sallybeauty.com/What-is-the-difference-between-lye-and-no-lye-relaxers%3FFAQ\\_WOMEN\\_OF\\_COLOR\\_6,default,pg.html](http://www.sallybeauty.com/What-is-the-difference-between-lye-and-no-lye-relaxers%3FFAQ_WOMEN_OF_COLOR_6,default,pg.html).

40. The universe is over-inclusive on product purchase, but under-inclusive in other respects. For example, Dr. Dennis limited his survey to respondents 18 to 54 years old. Hair relaxers can be used by people outside of this age range, and the Dennis Survey provides no justification for restricting the survey to this age range. Limiting the survey to respondents 18 to 54 years old creates an “under-inclusive” audience because it excludes respondents who should have been included.

41. Also, the survey qualified respondents as purchasing a hair relaxer “for personal use.” The Dennis Report does not explain why Dr. Dennis limited his survey to those who purchased a hair relaxer for personal use, when the proposed class and subclass definitions do not mention personal use. The Complaint indicates that, “The Product is marketed directly to consumers as an at-home hair relaxer kit.”<sup>24</sup> However, there are many possible at-home consumer-based uses that do not require a purchase for personal use, such as if a mother purchased the product for her teenage daughter, or a consumer purchased the product for their friend, spouse, or other relative.

42. Dr. Dennis writes that his survey did not qualify respondents as purchasers of the Amla Legend due to “... a recognition that consumers of one brand in a category (such as purchasers of the Defendants’ Kits) are representative of consumers of the overall category (i.e., hair relaxer kits).”<sup>25</sup> However, he provides no evidence that such representativeness exists in this context. Marketers know that purchasers of a product category may include multiple consumer segments, each of which is comprised of consumers with unique needs and preferences. Across segments, “Buyers vary according to how they use products, the needs and preferences that the products satisfy, and their consumption patterns.”<sup>26</sup> The Dennis Report provides no evidence that consumers who purchased Amla Legend hair relaxer are similar to consumers who purchased other hair relaxers, including relaxers that contain lye. Without such evidence, there is no indication that the Dennis Survey represents the proposed class or subclasses.

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<sup>24</sup> Consolidated Amended Class Action Complaint, p. 1, footnote 1.

<sup>25</sup> Dennis Report, paragraph 22.

<sup>26</sup> Cravens, David W., and Nigel Piercy. *Strategic Marketing*, 9th ed., McGraw-Hill, 2009, p. 84.

II. The Dennis Survey did not measure the price premium paid by consumers, and did not measure materiality.

43. Dr. Dennis writes that he was asked “to determine whether consumers paid a price premium because of the Claims.”<sup>27</sup> He concludes that “consumers paid a price premium” for the Amla Legend hair relaxer.<sup>28</sup> His conclusions regarding the price premium supposedly paid by consumers is entirely without support, because the Dennis Survey did not measure what consumers paid for the Amla Legend hair relaxer, or even what they were willing to pay.

44. The Dennis Report defines a price premium as “... the difference between the price paid by the consumer for the Product and the market price that would exist but for the Claims.”<sup>29</sup> The Dennis Survey did not measure any element of price, and intentionally removed price from any measures. For example, as shown earlier in Figure 1, the Referendum question included a table describing Product A and Product B as the “Same” on price.

45. Except for these instructions to disregard price, no question in the Dennis Survey referenced price in any regard, and no question in the Dennis Survey measured what consumers paid for the Amla Legend hair relaxer. Because the survey did not measure what consumers paid, it does not indicate whether consumers paid a price premium.

46. The Dennis Report not only asserts that consumers paid a price premium, but also asserts that the disputed claims affect consumer preference for hair relaxers.<sup>30</sup> Despite these assertions, the survey not only cannot indicate whether consumers paid a price premium, it also cannot indicate whether they prefer the Amla Legend hair relaxer such that they would have been willing to pay a price premium.

47. In the Dennis Survey, only a single question attempted to measure consumer preferences for one product over another product. This question (Question REFERENDUM) asked respondents, “When these two hair care relaxer kits are the only ones available to you, would you

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<sup>27</sup> Dennis Report, paragraph 14.

<sup>28</sup> Dennis Report, paragraph 17.

<sup>29</sup> Dennis Report, paragraph 14.

<sup>30</sup> Dennis Report, paragraphs 17 and 36.

purchase Product A or Product B?” This question indicated that Product A and Product B were priced the “Same.” Survey responses that suggested a preference for one of these non-existent products over the other cannot be due to price, and does not indicate a willingness to pay a price premium. No other question in the Dennis Survey measured consumer preference for one hair relaxer over another, and no question measured the price respondents would be willing to pay for a hair relaxer.

48. The vagueness of the Referendum question further restricts the survey from measuring the price premium that consumers paid. In the table reproduced in Figure 1, Product A is labeled as “Less Likely” to “Result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product.” Product B is labeled as “More Likely.” The table does not define “Less Likely” or “More Likely,” and provides no standard to compare “Less” and “More.” For example, the phrase “Less Likely” could be interpreted to mean “less likely than the other product,” “less likely than not,” “less likely than some other, unidentified product,” or “less likely than when not following the instructions that come with the product.”

49. Because this comparison is made on a vague basis, answers may reflect interpretations of the question from specific respondents, rather than a common understanding of the question. Other terms in the chart also lack definition, such as the following:

- i. “Amount of product (scalp pre-treatment, the hair relaxer cream, neutralizing shampoo, conditioner, and moisturizer)”: Does not specify whether it refers to the number of different items that the kit contains, or the volume of each item included.
- ii. “Number of applications (one)”: Does not specify whether this means that the product can only be used one time, or whether there is more than one purpose that the product can be used for.
- iii. “Amount of processing time (including application and smoothing time):”<sup>31</sup> Does not specify whether the time begins when the first amount of product is placed on the hair, or after the entire hair is covered. Also, does not define application or smoothing time.

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<sup>31</sup> Dennis Report, Attachment B, Referendum Question Block.

50. The Dennis Report also incorrectly asserts that the survey measured materiality. In the report, Dr. Dennis writes that he was asked “to test the materiality of the challenged Claims....”<sup>32</sup> The Dennis report asserts that “No-Lye,” “AMLA LEGEND REJUVENATING RITUAL,” and “WITH AMLA OIL FROM INDIA” are material to consumers of the Amla Legend hair relaxer. As the Dennis report indicates, “Consumers would not purchase the Defendants’ Product in the but-for world where Defendants accurately described their Product with respect to scalp/hair health risk.”<sup>33</sup>

51. In other words, the Dennis Report asserts that the survey measured the effect of the challenged claims on the likelihood that consumers would purchase the Amla Legend hair relaxer product. However, this assertion has no basis, as the Dennis Survey does not provide any data on materiality. Materiality is not defined in the Dennis Report, but is often interpreted as indicating whether a claim, or any other marketplace action, has an effect on marketplace behaviors, such as purchase decisions.<sup>34</sup> As described earlier in this report, the Dennis Survey asked respondents whether they would purchase Product A or Product B. The survey never asked respondents whether they would purchase the Amla Legend hair relaxer at issue in this matter, whether they ever purchased the Amla Legend hair relaxer, whether they considered any claims or other statements in their purchase of the Amla Legend hair relaxer, or whether any claims would affect their likelihood of purchasing the Amla Legend hair relaxer in the future.

52. Despite the assertions in the Dennis Report regarding materiality, the Dennis Survey provides no measure of materiality, and cannot be used as a basis for evaluating whether the claims at issue in this matter have affected any marketplace behaviors. Dr. Dennis writes that, “... purchasers are six times more likely to purchase a safer product with a longer processing time than a less safe product with shorter processing times (83.3% compared to 13.8%).”<sup>35</sup> This statement is

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<sup>32</sup> Dennis Report, paragraph 14.

<sup>33</sup> Dennis Report, paragraphs 18-19 and 36.

<sup>34</sup> See, Leighton, Richard J. “Materiality and Puffing in Lanham Act False Advertising Cases: The Proofs, Presumptions, and Pretexts.” *The Trademark Reporter*, vol. 94, 2004, pp. 586–587.

<sup>35</sup> Dennis Report, paragraph 17.



without sufficient foundation. It is based on an artificial tradeoff between two fictional products. It excludes other attributes, such as brand name, price, product performance, or retailer. The question did not ask whether consumers would pay more for the safer product, and did not measure whether consumers did pay more for a safer product.

### III. The Dennis Survey does not replicate marketplace conditions.

53. A survey represents an environment in which phenomena that occur in the real-world marketplace can be replicated in an environment where their effect can be measured. For the measures generated by a survey to be valid, those measures must come from a survey that reasonably represents the real world.<sup>36</sup>

54. The Dennis Survey presented respondents with stimuli that do not represent reasonable marketplace conditions, so the measures from the survey should not be viewed as representing the marketplace. Rather than showing respondents shelf displays, product packaging, or advertising for the Amla Legend hair relaxer, the Dennis Survey presented product information in a manner that consumers would never have encountered outside of the survey. Also, the Dennis Survey presented respondents with product combinations that do not correspond to marketplace conditions.

55. As described earlier, respondents in the Referendum section were shown descriptions for two fictitious products, Product A and Product B. As depicted earlier in Figure 1,<sup>37</sup> the products were shown in table format, with different features described in instructions that precede the table, or in plain font in each row of the table.

56. This presentation format is very different from a realistic marketplace context. In a real purchase situation, a variety of product attributes may influence a consumer's purchase decision. These attributes might include brand name, product performance, price, product features, product

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<sup>36</sup> "...the closer the survey methods mirror the situation in which the ordinary person would encounter the trademark, the greater the evidentiary weight of the survey results." *See* McCarthy, J. Thomas. § 32:163 "Survey methodology - Approximating market conditions." *McCarthy on Trademarks and Unfair Competition*, 4th ed., West Group, 2014, p. 1.

<sup>37</sup> Dennis Report, Attachment C.

volume, the retailer where the product is sold, and other factors. In the Dennis Survey, all such attributes were held constant, and respondents were only told that attributes such as these are the “Same” for both Product A and Product B. This does not represent a realistic marketplace context for the purchase of hair relaxers.

57. Exhibit 2 compares packages for the Amla Legend hair relaxer and 22 other no-lye hair relaxer kits.<sup>38</sup> This package comparison further confirms that the Referendum question does not represent a realistic marketplace context. Exhibit 2 compares the packages along attributes such as active ingredients, whether mixing is required, other products included in the kit (such as pre-treatment, shampoo, and other items), application time, safety warnings, and price.

58. The comparison provided in the Exhibit indicates that the market for no-lye hair relaxers is very different from the overly simplistic and unrealistic scenario represented in the Referendum question. For example, in the Referendum question, Product A is described as having a processing time of “Up to 20 minutes” and “Less Likely” to be harmful to hair or scalp. Product B is described as having a processing time of “Up to 15 minutes” and “More Likely” to be harmful to hair or scalp. This implies that hair relaxers offer a trade-off of time and safety, where a product requires more processing time with reduced safety risk. Exhibit 2 indicates this is not the case. With three exceptions (each at 25 minutes), the maximum processing time for most of these products is 20 minutes or less. Also, the Exhibit shows that all kits also provide safety warnings. Some of the safety warnings indicate that the amount of processing time depends on hair type. None of the safety warnings indicate that consumers can use the product for more (or less) time if they are willing to accept more (or less) risk to their hair or scalp. This indicates that the trade-off of time and safety indicated in the Referendum question does not represent a realistic marketplace trade-off.

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<sup>38</sup> Exhibit 2 describes the procedures I followed to identify these no-lye hair relaxer kits, the kits I selected, and information about each kit that is provided on and/or inside the packaging.

59. The Dennis Report provides no other indication that this tradeoff resembles the marketplace in any manner, and does not explain why the times of “Up to 20 minutes” and “Up to 15 minutes” were used in the survey. The back of the Amla Legend hair relaxer package indicates that Amla Legend, “Works in 13-15 minutes.” This is different from “Up to 15 minutes.” The Dennis Report also does not indicate why Product A has a processing time of “Up to 20 minutes,” as opposed to any other processing time. Finally, the Dennis Report does not indicate that any product in the marketplace presents the tradeoff described in the survey, where the consumer trades-off product risk for minutes of processing time, in the absence of considerations related to any other product attribute, such as price, brand, or the ability to straighten hair.

60. The comparison in the Referendum question has other differences compared with the marketplace. In the Referendum question, price is the same for Products A and B. Exhibit 2 indicates that prices of the no-lye hair relaxers I examined ranged from \$4.37 to \$13.97.

61. In the Referendum question, the amount of products in the kit is the same for Products A and B. However, Exhibit 2 indicates that the types of products included in different kits varies considerably. Of the 23 items compared, only 9 include pre-treatment, and only 12 include mousse, lotion, moisturizer or strengthener.

62. In the Referendum question, the ability to straighten hair is the same for Products A and B. However, Exhibit 2 indicates that only Amla Legend uses the active ingredient lithium hydroxide, and it is the only “no-mix” kit on the list. The other leading kits use calcium hydroxide and/or guanidine carbonate, and require mixing. Counsel has informed me that different active ingredients may vary in their effectiveness at straightening hair. In addition, counsel has informed me that consumers may or may not mix ingredients completely in a kit that requires mixing, which could also impact effectiveness.

63. The lack of realism also applies to the images from the package shown later in the survey. As shown in Figure 2, those images include the name “AMLA LEGEND REJUVENATING RITUAL,” the drop of oil, the phrase “WITH AMLA OIL FROM INDIA,” the head of a model, and three sentences of text from the back of the package.

64. In a real-world marketplace such as the shelf of a drugstore, consumers would be able to examine the entire package of the Amla Legend hair relaxer, which might appear in a form similar to that shown in Figure 3 below:

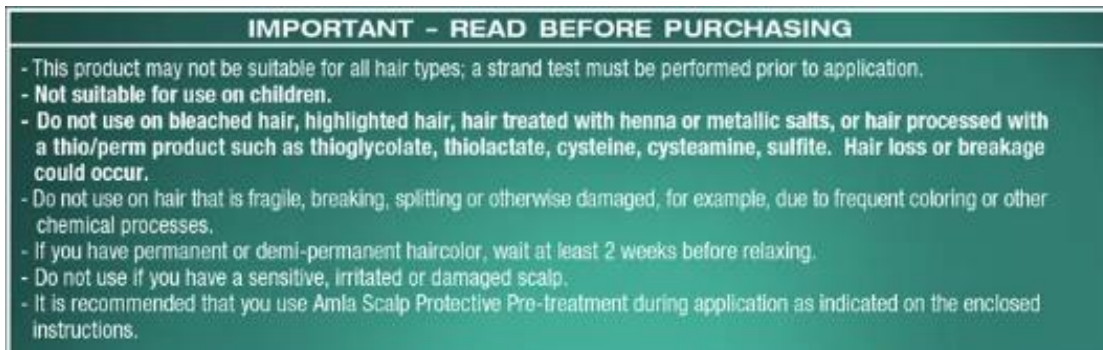
**Figure 3: Package of Amla Legend Hair Relaxer<sup>39</sup>**



<sup>39</sup> This is the Bilingual Package, identified in the Declaration of Patricia Cumberland, dated August 25, 2017.

65. Figure 3 shows that product packaging looks quite different in the survey environment than it would look in the real world. As can be seen above, the product package uses colors, stylized fonts, pictures, graphics, and other design elements to communicate information. For example, among other information, the front of the Amla Legend hair relaxer package indicates that the product is for “medium to coarse hair,” and that it contains one application. The back of the Amla Legend package indicates that using the product involves five steps. The top and front warn, “IMPORTANT – READ & FOLLOW THE SAFETY WARNINGS.” The side panel lists instructions in a section of the package labeled, “IMPORTANT – READ BEFORE PURCHASING,” which is displayed in Figure 4.<sup>40</sup>

**Figure 4: Section of Amla Oil Package Labeled  
“IMPORTANT – READ BEFORE PURCHASING”**



66. The “INSTRUCTIONS” panel shown in Figure 4 provides the following instructions, which consumers are directed to read “BEFORE PURCHASING:”

<sup>40</sup> The advisories and warnings are from the Bilingual Carton. (For a description of the different packages, see the Declaration of Patricia Cumberland, dated August 25, 2017.)

- This product may not be suitable for all hair types; a strand test must be performed prior to application.
- **Not suitable for use on children.**
- **Do not use on bleached hair, highlighted hair, hair treated with henna or metallic salts, or hair processed with a thio/perm product such as thioglycolate, thiolactate, cysteine, cysteamine, sulfite. Hair loss or breakage could occur.**
- Do not use on hair that is fragile, breaking, splitting or otherwise damaged, for example, due to frequent coloring or other chemical processes.
- If you have permanent or demi-permanent haircolor, wait at least 2 weeks before relaxing.
- Do not use if you have a sensitive, irritated or damaged scalp.
- It is recommended that you use Amla Scalp Protective Pre-treatment during application as indicated on the enclosed instructions.

67. The side panel also provides “SAFETY WARNINGS,” which are displayed in Figure 5.<sup>41</sup>

**Figure 5: Section of Amla Legend Package Labeled “SAFETY WARNINGS”**



68. The “SAFETY WARNINGS” panel shown in Figure 5 provides the following warnings:

- Read and follow enclosed instruction sheet completely before using. Failure to follow instructions or warnings or other misuse of the product can cause serious injury to eyes or skin and can damage hair or result in permanent hair loss.
- **Keep out of reach of children.**
- **Contains alkali.**
- **Wear gloves provided in the kit throughout the relaxing process.**
- **Avoid contact with eyes. Can cause blindness.** In case of contact with eyes, rinse immediately and thoroughly with water and consult a doctor.
- Keep relaxer off scalp and other skin areas.
- In case of contact with skin, rinse immediately.

<sup>41</sup> The advisories and warnings are from the Bilingual Carton. (For a description of the different packages, see the Declaration of Patricia Cumberland, dated August 25, 2017.)



69. The images shown to respondents in the Dennis Survey were only portions of some of the sides of the package, which were shown in a configuration in which they do not appear on Amla Legend packages. Also, the Dennis Survey omitted in its entirety the safety information that appears on the Amla Legend hair relaxer package. The images shown in the Dennis Survey do not resemble a hair relaxer package, and entirely omit any information that is communicated by graphics in the actual Amla Legend hair relaxer package.

70. A survey conducted in such an artificial environment can provide data, but that data bears little resemblance to the real world.

IV. The Dennis Survey did not include a control, so it cannot establish that any survey measures are due to the package, as opposed to other factors.

71. In the Dennis Survey, all respondents were shown images at some point in the survey, and were asked questions about those pictures. For example, respondents in the Referendum section were shown the table from Figure 1 comparing Product A and Product B, and then were asked which product they would purchase. Later in the survey, all respondents were shown images from the Amla Legend hair relaxer package in Figure 2, and were asked questions about those images.

72. Survey researchers refer to such images as “test stimuli,” because these images are tested in the survey. An advertising communication survey, such as the Dennis Survey, is typically designed to measure the messages communicated by the test stimuli. However, the measures from the Dennis Survey relating to these images, and to other survey questions, do not reflect the use of a control, which is a standard element of survey research.

73. Survey responses may be affected by a number of factors, including the elements that the survey is intended to measure, as well as other factors. For example, survey measures may be affected by pre-existing attitudes and biases among respondents, or by respondents who are hurried or inattentive as they take the survey. The use of a control stimulus can allow the survey to provide measures that minimize what Professor McCarthy calls “general background noise.”<sup>42</sup>

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<sup>42</sup> McCarthy, J. Thomas. § 32:187 “The need for a survey control.” *McCarthy on Trademarks and Unfair Competition*, 4th ed., West Group, 2014, p. 1.

74. A control helps remove the effect of such influences, enabling a survey to directly measure the effect associated with the elements of interest, which in this matter are the messages communicated or implied by communications printed on the Amla Legend hair relaxer package. When evaluating a survey such as Dr. Dennis conducted in this matter, it is appropriate to consider whether the research incorporated a proper control.<sup>43</sup>

75. Unfortunately, the Dennis Survey did not incorporate any control. One type of control consists of control questions. Control questions are asked of the same respondents who view the test stimulus, and ask about messages that are clearly not communicated by the test stimulus.<sup>44</sup>

76. Without a control, there is no way to determine how much of the survey's measures come from the use of certain claims, as opposed to pre-existing attitudes among respondents, respondent inattentiveness, guessing, or other factors. The Dennis Report claims that the Dennis Survey measures how respondents perceive the "No-Lye" claim, and how they perceive a hair relaxer kit described as "AMLA LEGEND REJUVENATING RITUAL" and "WITH AMLA OIL FROM INDIA."<sup>45</sup> Without a control, there is no way to know how much of this belief comes from sources other than the disputed claims on packages of Amla Legend hair relaxer.

77. For example, some respondents may believe that any hair relaxer made with Amla Oil, or any oil, is rejuvenating. These respondents may have answered affirmatively to survey questions not because of statements they read in the test stimulus, but merely because they have pre-existing attitudes about Amla Oil or oils in general.

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<sup>43</sup> Diamond, Shari Seidman. "Reference Guide on Survey Research." *Reference Manual on Scientific Evidence*, 3rd ed., National Academy Press, 2011, p. 398.

<sup>44</sup> See, Diamond, Shari Seidman. "Reference Guide on Survey Research." *Reference Manual on Scientific Evidence*, 3rd ed., National Academy Press, 2011, p. 401. ("Control groups and, as a second choice, control questions are the most reliable means for assessing response levels against the baseline level of error associated with a particular question.")

<sup>45</sup> Dennis Report, paragraphs 16-19.



78. The relevant question in this matter is not whether respondents believe that the hair relaxer in the Amla Legend package provides certain benefits, but whether respondents hold such beliefs as a result of statements made on the package. Because the survey does not use any controls, it cannot identify beliefs specifically caused by the disputed claims, as opposed to general beliefs not related to communications from the package for the Amla Legend hair relaxer.

V. Many Dennis Survey questions are leading and biased.

79. In addition to its other problems, the Dennis Survey also has leading and biased questions.

80. For example, in the consumer perceptions section of the survey, three questions asked respondents to compare hair relaxer kits that do not have the words “No-Lye” on the package with hair relaxer kits that have the words “No-Lye” on the front of the package. Questions ask whether the product with “No-Lye” would be “just as harsh or harsher” or “less harsh,” “more safe” or “less safe,” or “more likely” or “less likely” to be harmful to scalp and hair.

81. None of the three questions indicate the basis for the comparison, or what the No-Lye relaxer would use instead of lye. None of the questions indicate that the No-Lye hair relaxer uses any chemical instead of lye. Instead, the questions ask respondents to evaluate a non-existent alternative between a product that does have lye and another product that does not have lye but is not described as having anything instead of lye. Given such an alternative, it is not surprising that a strong majority of respondents chose the “No-Lye” products, but this does not mean that they would make the same choice in a real-world marketplace.

82. Other questions in the Dennis Survey are also leading. For example, later in the survey, respondents were shown images from the Amla Legend hair relaxer package, and were asked two questions. Both started with, “What is your expectation about the hair relaxer kit because it has the description of ‘AMLA LEGEND REJUVENTATING RITUAL’ and ‘WITH AMLA OIL FROM INDIA’?” As described earlier, the images only included excerpts from the package, and omitted any warnings or safety information.

83. Question AMLA\_1 asked respondents whether such a hair relaxer would “Make your hair healthier and stronger,” or would “Not make your hair healthier and stronger.” It is not surprising that most respondents indicated that a hair care product described as “AMLA LEGEND REJUVENATING RITUAL” would “Make your hair healthier and stronger.” The product is described as “REJUVENATING,” which might reasonably imply healthier and stronger.

84. Question AMLA\_2 asked respondents whether such a hair relaxer would “Use Amla oil to help condition and nourish your hair,” or would “Not use Amla oil to help condition and nourish your hair.” It is also not surprising that most respondents thought that a hair care product “WITH AMLA OIL FROM INDIA” would “Use Amla oil to help condition and nourish your hair.” The question implies that the Amla Oil must be there to do something, and it is a reasonable guess that a hair care product would use oil to condition and nourish the hair.

85. In other words, terms such as “legend,” “rejuvenating,” and “oil” are likely to suggest positive qualities for hair when they are used in connection with a hair care product, particularly when they are used in an artificial survey environment that lacks elements that would be present in a real-world marketplace. This does not mean that consumers would be misled if they saw an actual package, or that these claims are necessarily misleading. For example, if Amla oil actually rejuvenates, conditions, and nourishes hair, then respondents believing that it conditions and nourishes the hair is not misleading.

86. The last survey question (Questions DISCLOSE) is leading and biased. It asked, “Suppose using a hair relaxer kit can result in scalp burning or irritation, hair breakage, or hair loss when following the instructions that come with the product. In your opinion, should the company include information with the product about these risks?”

87. The phrasing tells respondents that the product can have outcomes such as scalp burning or irritation, hair breakage, or hair loss, even when instructions are followed. The question does not indicate the likelihood, frequency, or magnitude of these “risks,” which the phrasing suggests are inherent even when the product is used as instructed. If a hair care product has risks such as these, which are present even when the product is used as directed, it is difficult to imagine any scenario in which a reasonable consumer would not want the company to disclose these risks.

88. Given the question phrasing, it is not at all surprising that a large majority of respondents selected the disclosure. As described earlier, the Amla Legend hair relaxer package includes an entire panel of warnings and advisories, labeled “IMPORTANT – READ BEFORE PURCHASING” and “SAFETY WARNINGS.” The package also includes an instruction sheet with an extensive series of instructions and additional warnings. The question does not measure whether respondents are misled by these disclosures and warnings, whether respondents are satisfied with the existing disclosures and warnings, or whether consumers are misled by (or in spite of) those disclosures and warnings.

### **Conclusions Regarding the Dennis Survey and Dennis Report**

89. As I have described, I believe that the Dennis Survey suffers from numerous, extensive and fundamental flaws, including the following:

- i. The Dennis Survey included the incorrect population. It is over-inclusive in some respects and under-inclusive in others.
- ii. The Dennis Survey did not measure the price premium paid by consumers, and did not measure materiality.
- iii. The Dennis Survey does not replicate marketplace conditions.
- iv. The Dennis Survey did not include a control, so it cannot establish that any survey measures are due to the package, as opposed to other factors.
- v. A number of the Dennis Survey questions are leading and biased.

90. Because of these flaws, I conclude that the Dennis Survey should not be viewed as valid or reliable measures of the issues under dispute in this matter.

91. As described in this section, there are a number of problems with the Dennis Survey. Given the issues with the Dennis Survey I have discussed, I conducted a rebuttal survey, which addresses many of the flaws inherent in the design of the Dennis Survey.

92. The next sections summarize the Hibbard Survey, and describes the details of the Hibbard Survey, including its methodology, its findings, and conclusions.

**Summary of the Hibbard Survey**

93. The Hibbard Survey was developed to address issues in the Dennis Survey. My survey incorporated elements of the Dennis Survey, but also made changes to address the many problematic aspects of the Dennis Survey. For example, the Hibbard Survey interviewed consumers who do purchase no-lye hair relaxers, included control questions, asked questions that were not leading, biased, or vague, and measured consumers' beliefs about no-lye hair relaxers.

94. Some qualification criteria for my survey were similar to those used in the Dennis Survey. For example, my survey qualified respondents, among other criteria, as African American women, at least 18 years old, who had purchased hair relaxers in the past five years.

95. Unlike the Dennis Survey, my survey included women older than 54 years old, as they may purchase hair relaxers. Also unlike the Dennis Survey, my survey qualified respondents as purchasing no-lye hair relaxers, which is the product category relevant to this matter. Also, where appropriate, my survey adjusted phrasing or response options for qualification questions.<sup>46</sup>

96. Questions in the main part of the Hibbard Survey asked respondents how many times they have purchased a no-lye hair relaxer kit (Question 1) and how often they typically purchase no-lye hair relaxer kits (Question 2).

97. Question 3 in the Hibbard Survey asked respondents whether certain statements do or do not describe their beliefs about no-lye hair relaxers. Among other statements, the question asked respondents whether or not they believe that no-lye hair relaxers use strong chemicals to straighten hair, may cause hair to fall out, may irritate the scalp, and may damage hair or skin.

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<sup>46</sup> For example, qualification question D\_RACE in the Dennis Survey asked respondents to select a single response to indicate their race or ethnicity. Question D in my survey allowed respondents to select more than one option. If a respondent was both African American and Hispanic, they could select both responses in Question D. In the Dennis Survey, they could select only one of these two responses.

98. Question 3 also included two control statements. This was done so that the survey measures provided by this question could later be adjusted for extraneous factors, such as acquiescence bias.<sup>47</sup> Controls are used to address the possible tendency of respondents to answer “yes” to fixed-response questions.<sup>48</sup> This is sometimes called “acquiescence” or “yea-saying.” It is not a universal phenomenon. The amount of acquiescence can vary greatly depending on contextual variables such as question phrasing and respondent characteristics.<sup>49</sup> These control statements asked respondents whether or not they believe that no-lye hair relaxers come with silver earrings, and should be applied only while driving.

99. Question 4 in the Hibbard Survey asked respondents to identify whether or not they have ever experienced certain outcomes as a result of using a no-lye hair relaxer. These outcomes included scalp burning, hair breakage, and hair loss. Question 4 also included a control question, which asked respondents whether they had ever experienced Darcy disease<sup>50</sup> as a result of using a no-lye hair relaxer.

100. Question 5 in the Hibbard Survey asked respondents to identify whether or not they use certain items on or in their hair at least once every three months. Among other items, the items included hair coloring or hair dye, hair bleach or lightener, hair highlights, hair braids or extensions, hair dryer, hot comb, flat iron, and curling iron.

101. The Hibbard Survey included a number of quality control criteria, including control questions. In total, the Hibbard Survey interviewed 379 Black or African American adult women, all of whom indicated, among other qualification criteria, that they had purchased a no-lye hair relaxer kit in the past five years.

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<sup>47</sup> Acquiescence bias is the possible tendency of survey respondents to agree with survey questions presented in certain formats, such as “yes” and “no” response options.

<sup>48</sup> Fixed-response questions are those that respondents answer by selecting from a list of possible responses. By contrast, respondents answer open-ended questions by providing a response in their own words.

<sup>49</sup> For example, see Hans Baumgartner and Jan-Benedict E.M. Steenkamp (2001) “Response Styles in Marketing Research: A Cross-National Investigation,” *Journal of Marketing Research*, May 2001, Vol. 38 No. 2, pp. 143-156.

<sup>50</sup> It is my belief that Darcy disease is not a real disease. Therefore, any respondent who indicated they experienced Darcy disease as a result of using a no-lye hair relaxer would be indicating they had a non-existent disease.

102. Based on the data from my survey, I conclude the following:

- i. Respondents have purchased no-lye hair relaxer kits multiple times over a long period of time. A majority of respondents (70.7%) indicated they have purchased a no-lye hair relaxer kit more than 10 times. In addition, 55.9% of respondents indicated that they typically purchase no-lye hair relaxer kits at least once every two to three months. These results indicate that consumers who have purchased no-lye hair relaxer kits are typically experienced with no-lye hair relaxers.
- ii. Respondents understand that no-lye hair relaxers can involve certain risks. Before adjusting for the control, 83.1% of respondents indicated that they believe no-lye hair relaxers may irritate the scalp, while 80.2% indicated that they believe no-lye hair relaxers may damage hair or skin, 72.3% indicated that they believe no-lye hair relaxers use strong chemicals to straighten hair, and 66.2% indicated that they believe no-lye hair relaxers may cause hair to fall out. After adjusting for the control statements, the net measures were 80.4%, 77.5%, 69.6%, and 63.5%, respectively.<sup>51</sup>
- iii. Respondents understand that hair relaxers involve certain safety procedures. Before adjusting for the control, 96.6% of respondents indicated that they believe no-lye hair relaxers should be applied to hair while wearing gloves, while 94.7% indicated that they believe no-lye hair relaxers come in a package that has safety warnings, 88.1% indicated that they believe no-lye hair relaxers should be put on after applying scalp protector, and 86.8% indicated that they believe no-lye hair relaxers should be applied to hair after conducting a strand test. After adjusting for the control statements, the net measures were 93.9%, 92.0%, 85.4%, and 84.1%, respectively.

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<sup>51</sup> The average response to the control questions was 2.7%. The net measures are calculated as the gross measures minus the 2.7% average of the control measures. For example, the net measure for “may irritate the scalp” is calculated as 83.1% minus 2.7%, which equals 80.4%.

- iv. Respondents have experienced negative outcomes as a result of using no-lye hair relaxers. The Hibbard Survey also asked respondents to indicate whether or not they had ever experienced certain outcomes as a result of using a no-lye hair relaxer. Of all respondents, 77.6% indicated they had experienced scalp burning, 53.8% indicated they had experienced hair breakage, and 32.4% indicated they had experienced hair loss as a result of using a no-lye hair relaxer. Additionally, 0.3% indicated they had experienced Darcy disease as a result of using a no-lye hair relaxer. After accounting for the control, the net measures were 77.3%, 53.5%, and 32.1%, respectively.
- v. Respondents use other potentially-damaging products in or on their hair. The Hibbard Survey also asked respondents to indicate whether or not they use certain items on or in their hair at least once every three months. Of all respondents, 71.0% indicated they use a hair dryer at least once every three months, compared with 63.1% for flat iron, 46.2% for curling iron, 40.4% for hair coloring or dye, 40.4% for hair braids or extensions, 18.5% for hot comb, 10.8% for hair highlights, and 5.0% for hair bleach or lightener. As I understand it, these items may be damaging to hair when used on a regular basis.

### **Hibbard Survey Methodology**

103. As mentioned previously, I conducted the Hibbard Survey in rebuttal to the Dennis Survey. My survey addresses the flaws in the Dennis Survey.

104. The Hibbard Survey interviewed respondents who were qualified, among other criteria, as having purchased a no-lye hair relaxer in the past five years. Other qualification criteria were similar to those used in the Dennis Survey, but were modified where appropriate.<sup>52</sup>

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<sup>52</sup> For example, Question D\_RACE asked respondents to specify their race or ethnicity. The possible responses included White, Hispanic or Latino, Black or African American, Native American or American Indian, Asian / Pacific Islander, and Other. The question allowed only a single response, even though more than one may have applied. (The question does not indicate how respondents should answer who consider themselves both African American and Hispanic, or African American and Asian.)

105. The Hibbard Survey qualified prospective respondents with questions that included the following:

- i. Geography: Question A asked respondents the state in which they live. The survey database is consistent with the distribution of Black or African-American adult females in the U.S. population,<sup>53</sup> across geographic regions used by the Census Bureau,<sup>54</sup> including Midwest (18.2% of respondents), Northeast (16.9%), South (54.3%), and West (10.6%).
- ii. Gender: Question B asked respondents their gender. Respondents qualified if they indicated that they are female.
- iii. Age: Question C asked respondents their age. The database reflects three age groups, including 18 to 34 years old (35.6% of respondents), 35 to 54 years old (38.0%), and 55 years old or older (26.4%).
- iv. Race or Ethnicity: Question D asked respondents their race or ethnicity, and allowed respondents to select all of the races or ethnicities that apply to them. Respondents qualified for the survey if they selected “Black or African-American,” even if they selected other races and/or ethnicities as well.
- v. Items purchased: Question E asked respondents whether they had purchased, in the past five years, “Nail care products (like hardener and polish),” “Hair care products (like shampoo, hair care kits, and conditioner),” “Foot care products (like creams and orthotics),” “Skin care products (like lotions and cleansers),” “First aid kit,” “Vitamins (like multi-vitamins, Vitamin A, or Vitamin C),” “None of these,” and/or “I don’t know.” Respondents qualified for the survey if they answered that they had purchased “Hair care products (like shampoo, hair care kits, and conditioner).”

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<sup>53</sup> Age and geography characteristics for female African-Americans 18 years old and older were taken from the U.S. Census Bureau, available at <https://www2.census.gov>.

<sup>54</sup> Regions are defined by the U.S. Census Bureau. A map of regions is available at [https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us\\_regdiv.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/reference/us_regdiv.pdf).



- vi. Hair care products purchased: Question F asked respondents which hair care products they had purchased in the past five years. Responses included, “Hair color kit,” “Hair extensions,” “Hair relaxer kit,” “Shampoo,” “None of these,” and “I don’t know.” Respondents qualified for the survey if they selected “Hair relaxer kit.”
- vii. Type of hair relaxer kit purchased: Question G asked respondents which type of hair relaxer kit they had purchased in the past five years. Responses included, “No-lye hair relaxer kit (described on the package as ‘no-lye’),” “Conditioning hair relaxer kit (described on the package as ‘conditioning’),” “Children’s hair relaxer kit (described on the package as for children),” “None of these,” and “I don’t know.” Respondents qualified for the survey if they selected “No-lye hair relaxer kit (described on the package as ‘no-lye’).”

106. Other questions qualified respondents as not working for any sensitive types of businesses,<sup>55</sup> not participating in a survey regarding hair care products within the past 30 days,<sup>56</sup> and wearing eyeglasses or contact lenses if needed.

107. The Hibbard Survey was conducted online, with respondents typing their own answers to questions. Online panels are used frequently for surveys conducted in both litigation and commercial contexts. Respondents were recruited through an online survey panel of consumers provided by Survey Sampling International (SSI), a well-respected company that has provided sampling and data collection for more than 40 years. SSI offers a broad consumer sample, and partners with researchers to conduct more than 32 million surveys each year. SSI currently serves more than 3,000 customers, including consumer research organizations, universities, and political polling. SSI has a number of screening and quality control measures in place to ensure the

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<sup>55</sup> Sensitive types of businesses in Question H included marketing research; advertising or public relations; manufacturer, distributor, or retailer of hair care products; and hair salon or hair stylist.

<sup>56</sup> Question I asked, “In the past 30 days, how many surveys have you participated in regarding hair care products?” Respondents were permitted to continue the survey if they answered “None.”

integrity and quality of potential respondents.<sup>57</sup> The survey was conducted in a double-blind manner, as neither the respondents nor SSI knew the purpose of the survey.

108. Exhibit 3 shows the qualifying questions and questionnaire used in the Hibbard Survey.

109. The survey was conducted online. After qualification, at the beginning of the survey, respondents were given this instruction:

“The remaining questions in this survey ask about no-lye hair relaxer kits. Hair relaxer kits contain lotions or creams that relax or straighten naturally curly or kinky hair. No-lye hair relaxer kits are described on the package as ‘no-lye.’

As before, please do not guess, and please do not consult any other sources while you take this survey. If you do not know the answer to a question or do not have an opinion, please indicate that you do not know.”

110. Question 1 asked, “How many times have you ever purchased a no-lye hair relaxer kit? As a reminder, a no-lye hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair.” Responses included, “Never,” “1 to 2 times,” “3 to 5 times,” “6 to 10 times,” “More than 10 times,” and “I don’t know.” “Never” was included as another quality control measure. Respondents who selected “Never” were removed from the survey, because their previous response to Question G indicated they had purchase a no-lye hair relaxer kit in the past five years.

111. Question 2 asked, “How often do you typically purchase no-lye hair relaxer kits?” Responses included, “Less often than once per year,” “Once per year,” “2 to 3 times per year,” “Once every 2 to 3 months,” “About once per month,” “More often than one per month,” and “I don’t know.”

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<sup>57</sup> For example, the panel uses double opt-in recruitment (where respondents must opt-in to the panel twice upon joining), IP address verification (verifying the unique address of computers associated with specific respondents), and straight-line checks (searching for those who selected the same response letter for multiple questions).

112. Question 3 asked respondents whether certain statements did or did not describe their beliefs about no-lye hair relaxers. The question asked,

“Please answer this question thinking about no-lye hair relaxer kits.

Some, all, or none of the statements below may describe your beliefs about no-lye hair relaxers. For each statement, please select one response to indicate whether the statement does or does not describe your beliefs about no-lye hair relaxers, or you don’t know.”

113. Question 3 then showed a series of statements about no-lye hair relaxers. For each statement, respondents answered “Yes, this does describe my beliefs about no-lye hair relaxers,” “No, this does not describe my beliefs about no-lye hair relaxers,” or “I don’t know.” Question 3 showed the following statements one at a time and in random order:

- a. No-lye hair relaxers use strong chemicals to straighten hair.
- b. No-lye hair relaxers may cause hair to fall out.
- c. No-lye hair relaxers may irritate the scalp.
- d. No-lye hair relaxers may damage hair or skin.
- e. No-lye hair relaxers come in a package that has safety warnings.
- f. No-lye hair relaxers should be put on hair after applying scalp protector.
- g. No-lye hair relaxers should be applied to hair while wearing gloves.
- h. No-lye hair relaxers should be applied to hair after conducting a strand test.
- i. No-lye hair relaxers provides results that vary depending on hair type.
- j. No-lye hair relaxers come with conditioner.
- k. No-lye hair relaxers come with moisturizer.
- l. No-lye hair relaxers are recommended by people I trust.
- m. No-lye hair relaxers come with silver earrings.
- n. No-lye hair relaxers should be used only while driving.

114. In the list shown in Question 3, Statements m and n are control questions, which measure the effect of extraneous factors, such as a respondent’s pre-existing impressions, biases, inattention to survey questions, or tendency to guess. Respondents who answered affirmatively to the control questions have agreed with a statement that consumers should not believe about no-lye hair relaxers, and these answers are used during data analysis to adjust the survey measures for the effect of extraneous factors.

115. Question 4 asked, “Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer?” Question 4 then showed a series of potential outcomes of using no-lye hair relaxers. For each outcome, respondents answered “Yes, I have experienced this as a result of using a no-lye hair relaxer,” “No, I have not experienced this as a result of using a no-lye hair relaxer,” or “I don’t know.” Question 4 showed the following outcomes one at a time and in random order: scalp burning, hair breakage, hair loss, and Darcy disease. Darcy disease was included as a control question. Respondents who answered affirmatively to the control question have indicated that using a no-lye hair relaxer caused them to contract a fictitious disease, and these answers are used during data analysis to adjust the survey measures for the effect of extraneous factors.

116. Question 5 asked, “Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months.” Responses included, “Hair coloring or hair dye,” “Hair bleach or lightener,” “Hair highlights,” “Hair braids or extensions,” “Shampoo,” “Conditioner,” “Hair brush or comb,” “Hair dryer,” “Hot comb,” “Flat iron,” “Curling iron,” “None of these,” and “I don’t know.”

117. Interviews were conducted from October 20, 2017, through October 23, 2017. From the original database of 385 completed interviews, 6 respondents (1.6%) were removed during validation, leaving 379 respondents in the final database. This is a large database with sufficient size to be reliable for analysis.

118. The survey included several quality control and validation measures, which are described in Exhibit 4.<sup>58</sup> Exhibit 5 summarizes the number of respondents terminated at each point in the screening and validation processes.

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<sup>58</sup> As described in Exhibit 4, respondents were removed from the database if they did not pass validation using pre-existing information from the panel operator regarding respondent gender, age, and geography.

**Findings from the Hibbard Survey**

119. Exhibit 6 presents cross-tabulation tables for qualifying questions, as well as questions from the main survey. Exhibit 7 shows all responses to all questions from all respondents, and includes a data map indicating how variables in the database map to survey responses.

120. Table A below shows the results of Question 1, which asked respondents how many times they had ever purchased a no-lye hair relaxer kit.

**Table A: Summary of Responses to Question 1**

<b>Q.1 How many times have you ever purchased a no-lye hair relaxer kit?</b>	<b>All Respondents</b>
Sample size	379
More than 10 times	70.7%
6 to 10 times	13.5%
3 to 5 times	10.0%
1 to 2 times	4.7%
Never	0.0%
I don't know	1.1%

121. As shown in Table A, most respondents (70.7%) indicated they have purchased a no-lye hair relaxer kit more than 10 times, which was the largest response category provided to respondents. Another 13.5% of respondents indicated they have purchased a no-lye hair relaxer kit 6 to 10 times, meaning that 84.2% indicated they have purchased a no-lye hair relaxer kit six times or more. By contrast, only 4.7% of respondents indicated that they have purchased a no-lye hair relaxer 1 to 2 times.

122. Table B below shows the results of Question 2, which asked respondents how often they typically purchase no-lye hair relaxer kits.

**Table B: Summary of Responses to Question 2**

<b>Q.2 How often do you typically purchase no-lye hair relaxer kits?</b>	<b>All Respondents</b>
Sample size	379
More often than once per month	1.3%
About once per month	18.7%
Once every 2 to 3 months	35.9%
2 to 3 times per year	26.1%
Once per year	8.4%
Less often than once per year	8.5%
I don't know	1.1%

123. As shown in Table B, more than half of respondents (55.9%) indicated that they typically purchase no-lye hair relaxer kits once every two to three months, or more often. This includes 35.9% who indicated they typically purchase no-lye hair relaxer kits once every two to three months, 18.7% who indicated they typically purchase no-lye hair relaxer kits about once per month, and 1.3% who indicated they typically purchase no-lye hair relaxer kits more often than once per month.

124. Table C below summarizes the responses from Question 3, which asked respondents whether they held certain beliefs about no-lye hair relaxers.

**Table C: Summary of Responses to Question 3**

<b>Q.3</b> For each statement, please select one response to indicate whether the statement <u>does</u> or <u>does not</u> describe your beliefs about no-lye hair relaxers, or you don't know.	<b>Percent of Respondents Answering "Does"</b>	
	<b>Gross, Before Controls</b>	<b>Net, After Controls</b>
Sample size	379	
No-lye hair relaxers should be applied to hair while wearing gloves.	96.6%	93.9%
No-lye hair relaxers come in a package that has safety warnings.	94.7%	92.0%
No-lye hair relaxers provide results that vary depending on hair type.	93.7%	91.0%
No-lye hair relaxers come with conditioner.	90.7%	88.0%
No-lye hair relaxers should be put on hair after applying scalp protector.	88.1%	85.4%
No-lye hair relaxers should be applied to hair after conducting a strand test.	86.8%	84.1%
No-lye hair relaxers may irritate the scalp.	83.1%	80.4%
No-lye hair relaxers come with moisturizer.	81.0%	78.3%
No-lye hair relaxers may damage hair or skin.	80.2%	77.5%
No-lye hair relaxers use strong chemicals to straighten hair.	72.3%	69.6%
No-lye hair relaxers are recommended by people I trust.	69.9%	67.2%
No-lye hair relaxers may cause hair to fall out.	66.2%	63.5%
<b><u>Control Statements</u></b>		
No-lye hair relaxers come with silver earrings.	3.2%	NA
No-lye hair relaxers should be applied only while driving.	2.1%	NA
<b>Average of Control Statements</b>	<b>2.7%</b>	<b>NA</b>

NA = Not applicable

125. As shown by Table C, the percentage of respondents who indicated that each statement reflects their beliefs about no-lye hair relaxers varied from 66.2% to 96.6%. Of all respondents, 83.1% indicated that they believe no-lye hair relaxers may irritate the scalp. Additionally, 80.2% indicated that they believe no-lye hair relaxers may damage hair or skin, 72.3% indicated that they believe no-lye hair relaxers use strong chemicals to straighten hair, and 66.2% indicated that they believe no-lye hair relaxers may cause hair to fall out.

126. Two of the statements included in Question 3, “No-lye hair relaxers come with silver earrings” and “No-lye hair relaxers should be applied only while driving” are control questions. Table C shows that an average of 2.7% of respondents indicated that they hold at least one of these beliefs about no-lye hair relaxers. Specifically, 3.2% answered affirmatively to, “No-lye hair relaxers come with silver earrings,” while 2.1% answered affirmatory to, “No-lye hair relaxers should be applied only while driving.”

127. Table C also uses the results from the control questions to calculate net measures for each statement. As can be seen, the calculations in the table create “net” measures by subtracting the 2.7% average of the control measures from the survey measures for each statements asked in Question 3. As discussed earlier, the net measures remove the effect of extraneous factors, such as acquiescence bias.

128. After accounting for the control, 80.4% of respondents indicated that they believe no-lye hair relaxers may irritate the scalp. Additionally, 77.5% indicated that they believe no-lye hair relaxers may damage hair or skin, 69.6% indicated that they believe no-lye hair relaxers use strong chemicals to straighten hair, and 63.5% indicated that they believe no-lye hair relaxers may cause hair to fall out.

129. Table D below summarizes the responses from Question 4, which asked respondents whether they have ever experienced certain outcomes as a result of using a no-lye hair relaxer.



**Table D: Summary of Responses to Question 4**

<b>Q.4 Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer?</b>	<b>Percent of Respondents Answering “I have”</b>	
	<b>Gross, Before Control</b>	<b>Net, After Control</b>
Sample size	379	
Scalp burning	77.6%	77.3%
Hair breakage	53.8%	53.5%
Hair loss	32.4%	32.1%
<u>Control Statement</u>		
Darcy disease	0.3%	NA

NA = Not applicable

130. As shown by Table D, 77.6% of respondents indicated they had experienced scalp burning as a result of using a no-lye hair relaxer. Furthermore, 53.8% of respondents indicated they had experienced hair breakage, and 32.4% indicated they had experienced hair loss as a result of using a no-lye hair relaxer.

131. For the control measure, 0.3% of respondents indicated they had experienced Darcy disease as a result of using a no-lye hair relaxer. Table D also indicates that, after accounting for the control, 77.3% of respondents indicated they had experienced scalp burning as a result of using a no-lye hair relaxer, 53.5% of respondents indicated they had experienced hair breakage, and 32.1% indicated they had experienced hair loss as a result of using a no-lye hair relaxer.

132. Table E below summarizes the responses from Question 5, which asked respondents whether they typically use certain items on or in their hair at least once every three months.

**Table E: Summary of Responses to Question 5**

<b>Q.5</b> Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months.	
Percentage of respondents selecting item	<b>All Respondents</b>
Sample size	379
Shampoo	94.2%
Conditioner	92.9%
Hair brush or comb	86.3%
Hair dryer	71.0%
Flat iron	63.1%
Curling iron	46.2%
Hair coloring or hair dye	40.4%
Hair braids or extensions	40.4%
Hot comb	18.5%
Hair highlights	10.8%
Hair bleach or lightener	5.0%
None of these	0.5%
I don't know	0.0%

133. Table E shows that 71.0% of respondents indicated that at least once every three months, they typically use a hair dryer, 63.1% typically use a flat iron, 46.2% typically use a curling iron, 40.4% typically use hair coloring or hair dye, 40.4% typically use hair braids or extensions, 18.5% typically use a hot comb, 10.8% typically use hair highlights, and 5.0% typically use hair bleach or lightener.

**Conclusions from the Hibbard Survey**

134. Based on the data from the Hibbard Survey, the majority of respondents (70.7%) indicated they have purchased a no-lye hair relaxer kit more than 10 times. In addition, 55.9% of respondents indicated that they typically purchase no-lye hair relaxer kits at least once every two to three months. These results indicate that consumers who purchase no-lye hair relaxer kits are typically experienced with no-lye hair relaxers.

135. The Hibbard Survey also asked respondents whether certain statements reflect their beliefs about no-lye hair relaxers. Four of these beliefs represent the potential risks alleged in the complaint, including “No-lye hair relaxers may irritate the scalp,” “No-lye hair relaxers may damage hair or skin,” “No-lye hair relaxers use strong chemicals to straighten hair,” and “No-lye hair relaxers may cause hair to fall out.” Of all respondents, 83.1% believe no-lye hair relaxers may irritate the scalp, and 80.2% believe no-lye hair relaxers may damage hair or skin, 72.3% indicated that they believe no-lye hair relaxers use strong chemicals to straighten hair, and 66.2% believe no-lye hair relaxers may cause hair to fall out.

136. My survey included control questions, which asked respondents whether they believe “No-lye hair relaxers come with silver earrings” and “No-lye hair relaxers should be applied only while driving.” An average of 2.7% of respondents indicated they believed at least one of these control statements, indicating the level of “noise” associated with the measurement of these beliefs.

137. After accounting for the control “noise,” a net of 80.4% believe no-lye hair relaxers may irritate the scalp, and 77.5% believe no-lye hair relaxers may damage hair or skin, 69.6% indicated that they believe no-lye hair relaxers use strong chemicals to straighten hair, and 63.5% believe no-lye hair relaxers may cause hair to fall out.

138. The Hibbard Surveys also asked respondents whether they have ever experienced certain outcomes as a result of using a no-lye hair relaxer. These outcomes included scalp burning, hair breakage and hair loss. The question also asked if respondents had ever experienced Darcy disease, as a control question. Of all respondents, 77.6% indicated they had experienced scalp burning as a result of using a no-lye hair relaxer. Additionally, 53.8% indicated they had experienced hair breakage as a result of using a no-lye hair relaxer, and 32.4% indicated they had experienced hair loss as a result of using a no-lye hair relaxer. For the control, 0.3% indicated they had experienced Darcy disease as a result of using a no-lye hair relaxer. After accounting for the control, a net of 77.3% indicated they had experienced scalp burning, 53.5% indicated they had experienced hair breakage, and 32.1% indicated they had experienced hair loss as a result of using a no-lye hair relaxer.

139. The Hibbard Survey also asked respondents to indicate other potentially damaging items they typically use on or in their hair at least once every three months. Of all respondents, 71.0% indicated that at least once every three months, they typically use a hair dryer, 63.1% typically use a flat iron, 46.2% typically use a curling iron, 40.4% typically use hair coloring or hair dye, 40.4% typically use hair braids or extensions, 18.5% typically use a hot comb, 10.8% typically use hair highlights, and 5.0% typically use hair bleach or lightener.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct to the best of my belief and that this report is executed on this 26th day of October, 2017.

A handwritten signature in dark ink, reading "Jonathan D. Hibbard". The signature is written in a cursive style with a large initial "J".

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Dr. Jonathan D. Hibbard

**Exhibit 1:**  
**Professor Jonathan D. Hibbard CV and Testimony Experience**

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Questrom School of Business  
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- **Northwestern University**  
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Masters of Business Administration (with distinction), 1988
- **Boston University Questrom School of Business**  
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- Northwestern University's Kellogg School: *The West Bend Company, Lands' End Direct Merchants*
- Harvard Business School: *Anheuser-Busch, British Airways/United Airlines, Vestron, Cigna Worldwide*

\* Several cases reprinted in teaching case compilation books.

#### **PUBLISHED WORKING PAPERS**

- 2005 "Using Innovations in Student Teaming to Leverage Cross-Functional and Marketing Learning: Evidence from a Fully Integrated Undergraduate Core" Boston University School of Management Working Paper #2005-50, October 2005 (with Frederic Brunel)
- 2002 "A Real Option-based Framework for Valuing Business Relationships as Strategic Assets," *Boston University School of Management Working Paper Series*, #2002-10, with John E. Hogan.

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- “Impact of Mixed Retail Experiences on Consumer Impressions of Salespersons,” with Scott D. Swain, and B. Andrew Cudmore (2016), 22nd International Conference on Industry, Engineering, and Management Systems, Cocoa Beach, FL: Association.
- “Attributions of Causality for Destructive Acts in Distribution Channels,” Interorganizational SIG Special Session on “Design and Management of Buyer-Seller Relationships and Distribution Channels, AMA Summer Marketing Educators’ Conference, August 2014, San Francisco (with Hadi Eslaminosratabadi and Manish Kacker).
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- “The SMG Undergraduate Cross Functional Core Course” Curricular Innovations in Management Education Conference, Boston, MA (with Frédéric Brunel and Nitin Joglekar), October 2004.
- “Product Development as the Integrative Theme in Business Core Classes,” AACSB International Conference, Montreal, Canada (with Frederic Brunel and Nitin Joglekar), April 2004.
- “Building Exit Barriers as a Proactive Strategy for the Management of Conflict,” 7th International Research Conference on Relationship Marketing and Customer Relationship Management, Berlin, Germany (with Karen Koza and Rajiv Dant), June 2003.

- “Exploring *Why* Relationship Marketing May Not Age Well,” Babson College Research Forum, Wellesley MA (with Frederic Brunel), November 2002.
- “Does Relationship Marketing Age Well?,” *Society for Consumer Psychology*, Austin, TX (with Frederic Brunel, Rajiv Dant and Dawn Iacobucci), February 2002.
- “Valuing Buyer-Seller Relationships as Strategic Firm Assets,” presented at the annual Marketing Science Conference (with John E. Hogan), Wiesbaden, Germany, July 2001.
- “A Framework for Valuing Buyer-Seller Relationships as Strategic Firm Assets,” invited presentation at London Business School, April 2001, London, England (with John E. Hogan).
- “A Framework for Valuing Buyer-Seller Relationships as Strategic Firm Assets,” invited presentation at INSEAD Business School, April 2001, Fontainebleau, France (with John E. Hogan).
- “A Real-Options Based Framework for Valuing Buyer-Seller Relationships as Strategic Firm Assets,” presented at The Seventh Joint Conference of the Institute for the Study of Business Markets and The Center for Business and Industrial Marketing, February 2001 (with John E. Hogan), Atlanta, GA.
- “Exploring Diminishing Returns in Long-term Marketing Relationships,” AMA Summer Marketing Educators’ Conference, Chicago, IL, August 2000 (with Rajiv Dant and Frederic F. Brunel).
- “The Conflict-Performance Assumption in Channels of Distribution,” AMA Summer Educators’ Conference, San Francisco, CA, August 1999 (with Rajiv Dant).
- “Business Marketing Relationships: An Empirical Generalization with Implications for Future Research,” 9th World Marketing Congress: Global Perspectives, B-to-B and Relationship Marketing Track, Malta, June 1999 (with Dawn Iacobucci).
- “Toward an Encompassing Theory of Relationships in Business and Consumer Marketing: An Empirical Generalization with Implications for Future Research,” *Marketing Science Institute Conference* in conjunction with Journal of Marketing, Cambridge, MA June 1998 (with Dawn Iacobucci).

## **TEACHING EXPERIENCE**

**Boston University School of Management, Boston, MA** 1994-present  
*Assistant Professor of Marketing*  
Marketing Management – Undergraduate; Advanced Marketing Strategy  
Faculty Lead - The Cross Functional Undergraduate Core  
Have taught: Marketing Management (MBA) in China - International MBA  
Asia Pacific Executive MBA (Japan); Korean Executive MBA (Korea)  
Taught Business Marketing (MBA & undergraduate)

**Northwestern University, Evanston, IL** 1991-1993  
*Teaching Assistant, Kellogg Graduate School of Management*

## **WORK EXPERIENCE**

**Harvard Business School, Boston, MA** 1988-1989  
*Associate in Research*  
Using survey data, researched impact of European Community's Common Market in 1992 on European and U.S. firms. Authored teaching cases in marketing dealing with entertainment, insurance, airline, and brewing industries.

**Boston University, Boston, MA** 1983-1987  
*Assistant Alumni Director*  
Coordinated alumni events in 21 metropolitan areas, servicing 25,000 alumni.  
Traveled to promote University's image, supporting development & recruitment.  
Received two prestigious national awards for creativity in alumni programming.

**NCR Corporation, New Haven, CT** 1982-1983  
*Sales Representative*  
Successfully sold mini-computers to manufacturing and wholesaling firms.  
Developed strong industrial marketing and sales skills.

## **SUMMARY OF RECENT SERVICE**

Humphrey Fellow Advisor

## **SELECTED HONORS, AWARDS**

2013 Broderick Award for Outstanding Contribution to the Undergraduate Program

2009 Nominated as a candidate for 2010 Boston University's Metcalf Award, the university's highest teaching honor

2009 Nominated for Marketing Management Association's 2010 Hormel Meritorious Teaching Award

2007 SM323 Core - Excellence in Entrepreneurship Teaching and Pedagogical Innovation from National Consortium of Entrepreneurship Centers

2004 General Electric Team Learning Award

**EXPERT ANALYSIS AND TESTIMONY (LAST FOUR YEARS)**

2016 Pinkette Clothing, Inc., Plaintiff, vs. Cosmetic Warriors Limited, et al., Defendants, US District Court Central District of CA. Submitted an Expert Rebuttal report on Behalf of Pinkette and Deposed.

2017 S.C. Johnson & Son, Inc., Plaintiff, v. Minigrip, LLC, Defendant. US District Court for the District of Wisconsin. Submitted an Expert Rebuttal report on Behalf of Minigrip and Deposed.

2017 Gallagher, Farar, Lopez, Cordaro, and Cosgrove, Plaintiffs, v. Bayer AG, Bayer Corporation and Bayer Healthcare LLC, Defendants. United States District Court Northern District of California. Submitted an Expert Rebuttal report on Behalf of Plaintiffs and Deposed.

**Exhibit 2:**  
**Comparison of No-Lye Hair Relaxer Kits**

### **Comparison of No-Lye Hair Relaxer Kits**

The comparison provided in this exhibit is a comparison of no-lye hair relaxer kits that were identified as best-sellers on retail websites, and in articles about hair relaxers.

#### **Method for identifying no-lye hair relaxer kits**

Products were selected for purchase based on visiting retail websites, [www.target.com](http://www.target.com), [www.walgreens.com](http://www.walgreens.com), and [www.walmart.com](http://www.walmart.com). On each retail website, the search term “No-lye hair relaxer” was entered into the search bar, and the results were sorted by best sellers. On each website, the top five to ten results for no-lye hair relaxer kits with at least one full application were identified, and are included in this comparison.

Additionally, a search on [www.google.com](http://www.google.com) was conducted for articles listing top hair relaxers. Hair relaxers that did not specify “no-lye” and hair relaxers that did not include at least one full application are not included in this comparison. Articles that indicated the top no-lye hair relaxers are listed below:

- Dowling, April. “Best at Home Relaxer Kit.” *BestCovery*, February 20, 2015, [www.bestcovery.com/best-home-relaxer-kit](http://www.bestcovery.com/best-home-relaxer-kit).
- “The 10 Best Hair Relaxers.” *Comparaboo*, October 2017, [www.comparaboo.com/best-hair-relaxers](http://www.comparaboo.com/best-hair-relaxers).
- Williams, Claudine. “Relaxers for Black Hair.” *LoveToKnow*, [www.hair.lovetoknow.com/Relaxers\\_for\\_Black\\_Hair](http://www.hair.lovetoknow.com/Relaxers_for_Black_Hair).
- “Top 10 Hair Relaxers.” *Ebay*, March 13, 2016, <http://www.ebay.com/gds/Top-10-Hair-Relaxers-/10000000204980413/g.html>.



### **Products included in this comparison**

Based on these searches, a list of 23 no-lye hair relaxer kits was developed and included in the comparison described in this report. The no-lye hair relaxers included in this comparison include the following:

- Optimum Amla Legend Rejuvenating Ritual No-Mix, No-Lye Relaxer
- Optimum Care Salon Collection Optimum Care Anti-Breakage No-Lye Relaxer System, Regular
- Optimum Care Salon Collection Anti-Breakage No-Lye Relaxer System, Super
- ORS Built-In Protection No-Lye Hair Relaxer System, Extra Strength
- Dark and Lovely No-Lye Relaxer, For Color Treated Hair
- SoftSheen-Carson Dark and Lovely Healthy-Gloss 5 Shea Moisture No-Lye Relaxer – Regular
- SoftSheen-Carson Dark and Lovely Healthy-Gloss 5 Shea Moisture No-Lye Relaxer – Super
- African Pride® Olive Miracle® Regular Deep Conditioning Anti-Breakage No-Lye Relaxer Kit Box
- TCB Naturals Regular Conditioning No-Lye Hair Relaxer Box
- Soft & Beautiful Botanicals Regular No-Lye Sensitive Scalp Relaxer
- Soft & Beautiful No-Lye Conditioning Relaxer For Regular Hair
- Creme Of Nature Argan Oil No Lye Relaxer Kit
- Motions Smooth and Straighten No Lye Relaxer System, Regular
- Motions smooth and straighten silkening shine no lye, relaxer system, Regular
- Silk Elements Olive Oil No Lye Regular Relaxer
- Silk Elements No Lye Sensitive Scalp Coarse Relaxer System
- Silk Elements Luxury No Lye Sensitive Scalp Regular Relaxer System
- Ultra Sheen No Lye Conditioning Mild Relaxer
- Dr. Miracle's No Lye Relaxer Regular Kit






- Africa's Best Herbal Intensive dual conditioning no-lye relaxer system, Super
- Africa's Best Herbal Intensive Dual Conditioning Regular/Normal Relaxer System
- PCJ no-lye conditioning & creme relaxer kit
- Elasta QP No Lye Conditioning Relaxer Kit

### **Product information included in this comparison**






For each of these 23 no-lye hair relaxer kits, certain information about each kit was recorded and included in the comparison described in this report. This information included the following:

- Product name: the brand and product name displayed on the package.
- Active ingredient: ingredients that breakdown chemical bonds of the hair.
- Mixing required: signifies whether the hair-relaxer requires mixing an activator with the relaxer cream.
- Products included: lists the individual products that are included in the no-lye hair relaxer kit.
- Maximum time: the total amount of time instructed when using the relaxer, including application and smoothing.
- Safety warning: a caution to not exceed the time limit provided in the instructions.
- Price: the price of the product at time of purchase.






## Comparison of No-Lye Hair Relaxer Kits

<b>Product Name</b>	Optimum Amla Legend Rejuvenating Ritual No-Mix, No-Lye Relaxer	Optimum Care Salon Collection Optimum Care Anti-Breakage No-Lye Relaxer System, Regular	Optimum Care Salon Collection Anti-Breakage No-Lye Relaxer System, Super	ORS Built-In Protection No-Lye Hair Relaxer System, Extra Strength	Dark and Lovely No-Lye Relaxer, For Color Treated Hair
<b>Active Ingredient</b>	Lithium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide
<b>Mixing Required</b>	No	Yes	Yes	Yes	Yes
<b>Products included</b>					
<i>Protective pre-treatment</i>	X	X	X		
<i>Relaxer Crème</i>	X	X	X	X	X
<i>Activator (mixed with Relaxer Crème)</i>		X	X	X	X
<i>Shampoo</i>	X	X	X	X	X
<i>Conditioner</i>	X	X	X	x	X
<i>Mouse/Lotion/Mouisturizer/Strengtheners</i>	X	X	X	X	X
<i>Instructions</i>	X	X	X	X	X
<i>Wooden spoon</i>	X	X	X	X	X
<i>Gloves</i>	X	X	X	X	X
<b>Maximum Time</b>	13-15 minutes	15-20 minutes	15-20 minutes	12-20 minutes	15-20 minutes
<b>Safety Warning</b>	Do not exceed recommended process time for your hair type	Never leave relaxer mixture on hair longer than maximum processing time indicated in the strand test. Never exceed the maximum processing time indicated in the time chart.	Never leave relaxer mixture on hair longer than maximum processing time indicated in the strand test. Never exceed the maximum processing time indicated in the time chart.	Over-processing will damage hair	Do not exceed recommended process time for your hair type
<b>Price</b>	\$12.80	\$8.99	\$10.50	\$8.99	\$5.96
					






## Comparison of No-Lye Hair Relaxer Kits

<b>Product Name</b>	SoftSheen-Carson Dark and Lovely Healthy-Gloss 5 Shea Moisture No-Lye Relaxer - Regular	SoftSheen-Carson Dark and Lovely Healthy-Gloss 5 Shea Moisture No-Lye Relaxer -Super	African Pride® Olive Miracle® Regular Deep Conditioning Anti-Breakage No-Lye Relaxer Kit Box	TCB Naturals Regular Conditioning No-Lye Hair Relaxer Box	Soft & Beautiful Botanicals Regular No-Lye Sensitive Scalp Relaxer
<b>Active Ingredient</b>	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide
<b>Mixing Required</b>	Yes	Yes	Yes	Yes	Yes
<b>Products included</b>					
<i>Protective pre-treatment</i>					
<i>Relaxer Crème</i>	X	X	X	X	X
<i>Activator (mixed with Relaxer Crème)</i>	X	X	x	X	X
<i>Shampoo</i>	X	X	X	X	X
<i>Conditioner</i>	X	X	X	X	X
<i>Mouse/Lotion/Mouisturizer/Strengthener</i>	X	X			
<i>Instructions</i>	X	X	X	X	X
<i>Wooden spoon</i>	X	X	X	X	X
<i>Gloves</i>	X	X	X	X	X
<b>Maximum Time</b>	15-20 minutes	15-20 minutes	13-20 minutes	18-20 minutes	10-20 minutes
<b>Safety Warning</b>	Do not exceed recommended process time for your hair type	Do not exceed recommended process time for your hair type	Do not exceed time limits!	Do not exceed time recommended	Do not exceed time recommended
<b>Price</b>	\$5.58	\$4.99	\$7.99	\$4.37	\$5.79
					




## Comparison of No-Lye Hair Relaxer Kits

Product Name	No-Lye Conditioning Relaxer For Regular Hair	Creme Of Nature Argan Oil No Lye Relaxer Kit	Motions Smooth and Straighten No Lye Relaxer System, Regular	Motions smooth and straighten silkening shine no lye, relaxer system, Regular	Olive Oil No Lye Regular Relaxer
Active Ingredient	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide	Calcium hydroxide
Mixing Required	Yes	Yes	Yes	Yes	Yes
Products included					
Protective pre-treatment			X	X	X
Relaxer Crème	X	X	X	X	X
Activator (mixed with Relaxer Crème)	X	X	X	X	X
Shampoo	X	x	X	X	X
Conditioner	X	x	X	X	X
Mouse/Lotion/Mouisturizer/Strengthener	x	X	X		
Instructions	X	x	X	X	X
Wooden spoon	X	x	X	X	X
Gloves	X	x	X	X	X
Maximum Time	10-20 minutes	15-25 minutes	13-20 minutes	15-25 minutes	10-20 minutes
Safety Warning	Do not exceed time recommended	Do not exceed time limits!	Do not exceed time limits!	Do not exceed maximum time.	Do not exceed recommended processing time!
Price	\$6.99	\$9.49	\$5.79	\$13.97	\$6.59
					

## Comparison of No-Lye Hair Relaxer Kits

<b>Product Name</b>	No Lye Sensitive Scalp Coarse Relaxer System	Luxury No Lye Sensitive Scalp Regular Relaxer System	No Lye Conditioning Mild Relaxer	No Lye Relaxer Regular Kit	Africa's Best Herbal Intensive dual conditioning no-lye relaxer system, Super
<b>Active Ingredient</b>	Calcium hydroxide and Guandine Carbonate	Calcium hydroxide and Guandine Carbonate	Calcium Hydroxide	Calcium Hydroxide	Calcium Hydroxide
<b>Mixing Required</b>	Yes	Yes	Yes	Yes	Yes
<b>Products included</b>					
<i>Protective pre-treatment</i>	X	X		X	
<i>Relaxer Crème</i>	X	X	X	X	X
<i>Activator (mixed with Relaxer Crème)</i>	X	X	X	X	X
<i>Shampoo</i>	X	X		X	X
<i>Conditioner</i>	X	X		X	X
<i>Mouse/Lotion/Mouisturizer/Strengthener</i>					
<i>Instructions</i>	X	X	X	X	X
<i>Wooden spoon</i>	X	X	X	X	X
<i>Gloves</i>	X	X		X	X
<b>Maximum Time</b>	12-20 minutes	10-20 minutes	10-20 minutes	15-20 minutes	15-20 minutes
<b>Safety Warning</b>	Do not exceed recommended processing time!	Do not exceed recommended processing time!	Don't process hair longer than recommended treatment times specified on TIME CHART for hair type.	Smooth until the timing period for your hair type has expired, then go immediately to the sink.	Application must be completd within 5 to 8 minutes
<b>Price</b>	\$6.59	\$6.59	\$7.99	\$7.75	\$4.99
					

## Comparison of No-Lye Hair Relaxer Kits

<b>Product Name</b>	Africa's Best Herbal Intensive Dual Conditioning Regular/Normal Relaxer System	PCJ NO-LYE CONDITIONING & CREME RELAXER KIT	No Lye Conditioning Relaxer Kit
<b>Active Ingredient</b>	Calcium Hydroxide	Calcium Hydroxide	Calcium Hydroxide
<b>Mixing Required</b>	Yes	Yes	Yes
<b>Products included</b>			
<i>Protective pre-treatment</i>			
<i>Relaxer Crème</i>	X	X	X
<i>Activator (mixed with Relaxer Crème)</i>	X	X	X
<i>Shampoo</i>	X	X	X
<i>Conditioner</i>	X	X	X
<i>Mouse/Lotion/Mouisturizer/Strengthener</i>		X	X
<i>Instructions</i>	X		X
<i>Wooden spoon</i>	X	X	X
<i>Gloves</i>	X	X	X
<b>Maximum Time</b>	15-20 minutes	10-25 minutes	10-18 minutes
<b>Safety Warning</b>	Application must be completd within 5 to 8 minutes	Proper timing is key to achieve the beautiful results you desire. The strand test should clear any uncertainty as to the correct timing for you. Timing starts from the moment of application. Total application and smoothing must not exceed maximum time. REMEMBER TO COUNT TIME FROM START OF APPLICATION.	Timing is critical. Follow the time listed below or a lesser time as indicated by the strand test. The total time for application and smoothing must not exceed the maximum time allowed for your hair.
<b>Price</b>	\$5.49	\$7.99	\$12.74
			

**Exhibit 3:**  
**Survey Screener and Main Questionnaire**



**Jonathan Hibbard**  
**October 2017**

**At Home Survey**

**Screener**

**[DO NOT ALLOW RESPONDENTS TO GO BACK TO ANY PREVIOUS QUESTION.]**

Thank you for participating in this survey. If you need glasses or contact lenses to see the screen clearly, please put them on now. Please answer every question honestly and to the best of your ability. There are no right or wrong answers; we are only interested in your opinions.

On any question, if you don't know how to answer or you are not sure, simply indicate that you don't know. Please do not guess and please do not consult any other person or source, such as the Internet, while you complete this survey.

Your individual responses are confidential and will not be shared with anyone.

Also, please do not use your browser's "Back" button to try to return to a prior question or your survey will be terminated.

A. In what state do you live? **(SELECT ONE RESPONSE FROM DROP-DOWN LIST)**

**[PROVIDE DROP-DOWN LIST OF STATES, PLUS "Washington, D.C." AND "Other or I don't know".]**

**[ASSIGN TO REGION.**

**[IF REGIONAL QUOTA FILLED OR "OTHER OR I DON'T KNOW", TERMINATE AND SKIP TO Q.100. OTHERWISE, CONTINUE.]**

B. What is your gender? **(SELECT ONE RESPONSE)**

**[ROTATE ORDER OF RESPONSES. ANCHOR "PREFER NOT TO ANSWER" LAST.]**

Male

Female

Prefer not to answer

**[IF "MALE" OR "PREFER NOT TO ANSWER", TERMINATE AND SKIP TO Q.100. OTHERWISE, CONTINUE.]**

C. What is your age? **(SELECT ONE RESPONSE)**

- 17 years old or younger
- 18 to 34 years old
- 35 to 54 years old
- 55 years old or older
- Prefer not to answer

**[IF “17 YEARS OLD OR YOUNGER”, “PREFER NOT TO ANSWER”, OR QUOTA FILLED, TERMINATE AND SKIP TO Q.100.]**

D. Please specify your race or ethnicity. **(SELECT ALL THAT APPLY)**

**[RANDOMIZE ORDER OF RESPONSES. ANCHOR “OTHER”, “I DON’T KNOW”, AND “PREFER NOT TO ANSWER” LAST.]**

- White or Caucasian
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian or Pacific Islander
- Other
- I don’t know **[EXCLUSIVE]**
- Prefer not to answer **[EXCLUSIVE]**

**[IF “BLACK OR AFRICAN AMERICAN”, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

E. Which, if any, of the following items have you purchased in the past 5 years? **(SELECT ALL THAT APPLY)**

**[RANDOMIZE ORDER OF RESPONSES. ANCHOR “NONE OF THESE” AND “I DON’T KNOW” LAST.]**

- Nail care products (like hardener and polish)
- Hair care products (like shampoo, hair care kits, and conditioner)
- Foot care products (like creams and orthotics)
- Skin care products (like lotions and cleansers)
- First aid kit
- Vitamins (like multi-vitamins, Vitamin A, or Vitamin C)
- None of these **[EXCLUSIVE]**
- I don’t know **[EXCLUSIVE]**

**[IF “HAIR CARE PRODUCTS” SELECTED, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

- F. Which, if any, of the following hair care products have you purchased in the past 5 years?  
(SELECT ALL THAT APPLY)

**[RANDOMIZE ORDER OF RESPONSES. ANCHOR “NONE OF THESE” AND “I DON’T KNOW” LAST.]**

Hair color kit

Hair extensions

Hair relaxer kit

Shampoo

None of these **[EXCLUSIVE]**

I don’t know **[EXCLUSIVE]**

**[IF “HAIR RELAXER KIT” SELECTED, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

- G. A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair relaxer kits have you purchased in the past 5 years?  
(SELECT ALL THAT APPLY)

**[RANDOMIZE ORDER OF RESPONSES. ANCHOR “NONE OF THESE” AND “I DON’T KNOW” LAST.]**

No-lye hair relaxer kit (described on the package as “no-lye”)

Conditioning hair relaxer kit (described on the package as “conditioning”)

Children’s hair relaxer kit (described on the package as for children)

None of these **[EXCLUSIVE]**

I don’t know **[EXCLUSIVE]**

**[IF “NO-LYE HAIR RELAXER KIT (DESCRIBED ON THE PACKAGE AS ‘NO-LYE’)” IS SELECTED, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

- H. Do you, or does anyone in your household, work in any of the following types of businesses?  
(SELECT ONE RESPONSE FOR EACH TYPE OF BUSINESS)

**RESPONSES**

**[RANDOMIZE. ANCHOR “I DON’T KNOW” LAST.]**

Yes

No

I don’t know

**TYPE OF BUSINESS**

**[RANDOMIZE ORDER OF TYPES BUSINESSES.]**

Marketing research

Advertising or public relations

Manufacturer, distributor, or retailer of hair care products

Hair salon or hair stylist

**[IF “NO” TO ALL, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

- I. In the past 30 days, how many surveys have you participated in regarding hair care products?  
(**SELECT ONE RESPONSE**)

**[REVERSE ORDER OF RESPONSES. ANCHOR “I DON’T KNOW” LAST.]**

None  
1 or 2  
3 or more  
I don’t know

**[IF “NONE”, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

- J. Do you usually wear eyeglasses or contact lenses when you use an electronic device like the one you are using now? (**SELECT ONE RESPONSE**)

**[MATCH ORDER OF RESPONSES TO Q.H.]**

Yes, I do usually wear eyeglasses or contact lenses when I use this type of device  
No, I do not usually wear eyeglasses or contact lenses when I use this type of device-

**[IF “YES”, CONTINUE. OTHERWISE, SKIP TO MAIN QUESTIONNAIRE.]**

- K. Are you wearing your eyeglasses or contact lenses right now? (**SELECT ONE RESPONSE**)

**[MATCH ORDER OF RESPONSES TO Q.H.]**

Yes, I am wearing my eyeglasses or contact lenses right now  
No, I am not wearing my eyeglasses or contact lenses right now

**[IF “NO”, CONTINUE. OTHERWISE, SKIP TO MAIN QUESTIONNAIRE.]**

- L. Please put on your eyeglasses or contact lenses to complete the remainder of the survey. After you have put on your eyeglasses or contact lenses, please select the appropriate option below.  
(**SELECT ONE RESPONSE**)

**[MATCH ORDER OF RESPONSES TO Q.H.]**

Yes, I am wearing my eyeglasses or contact lenses  
No, I am not wearing my eyeglasses or contact lenses

**[IF “I AM”, CONTINUE. OTHERWISE, TERMINATE AND SKIP TO Q.100.]**

**Main Questionnaire**

The remaining questions in this survey ask about no-lye hair relaxer kits. Hair relaxer kits contain lotions or creams that relax or straighten naturally curly or kinky hair. No-lye hair relaxer kits are described on the package as “no-lye.”

As before, please do not guess, and please do not consult any other sources while you take this survey. If you do not know the answer to a question or do not have an opinion, please indicate that you do not know.

1. How many times have you ever purchased a no-lye hair relaxer kit? As a reminder, a no-lye hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair.  
**(SELECT ONE RESPONSE)**

**[REVERSE ORDER OF RESPONSES. ANCHOR “I DON’T KNOW” LAST.]**

Never

1 to 2 times

3 to 5 times

6 to 10 times

More than 10 times

I don’t know

**[IF “NEVER”, TERMINATE AND SKIP TO Q.100. OTHERWISE, CONTINUE.]**

2. How often do you typically purchase no-lye hair relaxer kits? **(SELECT ONE RESPONSE)**

**[REVERSE ORDER OF RESPONSES TO MATCH Q1. ANCHOR “I DON’T KNOW” LAST.]**

Less often than once per year

Once per year

2 to 3 times per year

Once every 2 to 3 months

About once per month

More often than once per month

I don’t know

3. Please answer this question thinking about no-lye hair relaxer kits.

Some, all, or none of the statements below may describe your beliefs about no-lye hair relaxers. For each statement, please select one response to indicate whether the statement **[ROTATE TO MATCH Q.H: does or does not]** describe your beliefs about no-lye hair relaxers, or you don't know. **(SELECT ONE RESPONSE FOR EACH STATEMENT)**

**RESPONSES**

**[MATCH ORDER OF RESPONSES TO Q.H. ANCHOR "I DON'T KNOW" LAST.]**

Yes, this does describe my beliefs about no-lye hair relaxers

No, this does not describe my beliefs about no-lye hair relaxers

I don't know

**STATEMENTS**

**[RANDOMIZE ORDER OF STATEMENTS.]**

No-lye hair relaxers use strong chemicals to straighten hair.

No-lye hair relaxers may cause hair to fall out.

No-lye hair relaxers may irritate the scalp.

No-lye hair relaxers may damage hair or skin.

No-lye hair relaxers come in a package that has safety warnings.

No-lye hair relaxers should be put on hair after applying scalp protector.

No-lye hair relaxers should be applied to hair while wearing gloves.

No-lye hair relaxers should be applied to hair after conducting a strand test.

No-lye hair relaxers provide results that vary depending on hair type.

No-lye hair relaxers come with conditioner.

No-lye hair relaxers come with moisturizer.

No-lye hair relaxers are recommended by people I trust.

No-lye hair relaxers come with silver earrings.

No-lye hair relaxers should be applied only while driving.

4. Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? For each, please select one response to indicate **[ROTATE TO MATCH Q.H: yes, you have experienced this; no, you have not experienced this;]** or you don't know. **(SELECT ONE RESPONSE FOR EACH)**

**RESPONSES**

**[RANDOMIZE ORDER OF RESPONSES. ANCHOR "I DON'T KNOW" LAST.]**

Yes, I have experienced this as a result of using a no-lye hair relaxer

No, I have not experienced this as a result of using a no-lye hair relaxer

I don't know

**ITEMS**

**[RANDOMIZE ORDER OF ITEMS.]**

Scalp burning

Hair breakage

Hair loss

Darcy disease

5. Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. **(SELECT ALL THAT APPLY)**

**[RANDOMIZE ORDER OF ITEMS. ANCHOR "NONE OF THESE" AND "I DON'T KNOW" LAST.]**

Hair coloring or hair dye

Hair bleach or lightener

Hair highlights

Hair braids or extensions

Shampoo

Conditioner

Hair brush or comb

Hair dryer

Hot comb

Flat iron

Curling iron

None of these **[EXCLUSIVE]**

I don't know **[EXCLUSIVE]**

6. Please read the statement that follows and click either “I agree” or “I disagree.” If any portion of the statement is not true, please click “I disagree.”

**STATEMENT**

I am the person who was invited to participate in this survey. I completed this survey myself, without assistance or advice from any other person or source, and in accordance with the instructions provided in the survey. The answers I have given are truthful expressions of my situation and opinions.

**I agree**

**I disagree**

Your response to the above statement will not affect your rewards for completing the survey.

**[IF “I DISAGREE” IS SELECTED, COUNT RESPONDENT AS TERMINATED. DO NOT COUNT AS A COMPLETED INTERVIEW AND DO NOT COUNT TOWARD QUOTAS. REGARDLESS OF ANSWER, CONTINUE TO NEXT SCREEN AND REWARD RESPONDENT FOR COMPLETION. DO NOT SHOW Q.100.]**

7. Thank you for completing our survey.

**[SHOW Q.100 ONLY IF TERMINATED.]**

Q.100 Thank you for your interest in this survey. However, we are looking for individuals with specific qualifications.



**Exhibit 4:**  
**Quality Control and Validation Measures**

### **Quality Control and Validation Measures**

Survey administration included a number of quality control and validation measures, which are described below.

- i. The survey was pre-tested. Before starting the full survey, a small number of surveys was conducted online and the data were examined to ensure that the data were being recorded and coded properly, that the survey skip patterns were being followed accurately, and that responses demonstrated an understanding of the questions.
- ii. The research was conducted in a double-blind manner, in which neither respondents nor the interviewing service were aware of key aspects of the survey, such as the survey's purpose or sponsor. Email invitations did not provide any information indicating the purpose or sponsor of the survey.
- iii. Certain questions and responses were rotated to reduce the possibility of order bias, which may occur if respondents are more likely to select a response in a particular position, such as first or last listed response. For example, the order of responses in questions B, D, E, F, G, H, I, J, K, L, 1, 2, 3, 4, and 5 was rotated or randomized. Each respondent saw responses to those questions in essentially random order, with "I don't know" presented last.
- iv. During qualification, qualifying responses were hidden among other, non-qualifying responses. This disguised the true purpose of the survey and which questions qualify respondents for the survey.
- v. Respondents were instructed not to guess, and survey questions included "I don't know" options to discourage respondents from selecting other responses that may not accurately represent their opinions.

In surveys that involve live (in-person) interviewers, it is common procedure to validate a percentage of the interviews, confirming key elements such as whether the interviews actually took place and whether the respondent qualified.<sup>1</sup> Validation may help to notify interviewers that their work is being checked and to verify the honesty and accuracy of the interviewers, such as identifying interviewers who may have fabricated the answers instead of following instructions.<sup>2</sup> In other words, the validation checks the interviewer, as opposed to checking the interview.

My survey did not use live interviewers, so the need for validation is greatly diminished. However, I validated the interviews by matching respondents' survey answers to the respondents' information on file with the sample provider for age, gender, and state. By comparing these sets of data, I was able to confirm that respondents were qualified. All respondents in the final database were validated in this manner.<sup>3</sup>

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<sup>1</sup> J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition*, Fourth Edition, Updated March, 2009, 32:170.

<sup>2</sup> U.S. District Court, S.D. New York. *Paco Sport, Ltd., v. Paco Rabanne Parfums*. No. 96 Civ. 1408(JES). Feb. 17, 2000.

<sup>3</sup> Respondents were dropped from the final database if their survey responses did not match the pre-existing information on file for at least two of three demographic questions: state (Question A), gender (Question B), and age (Question C).

**Exhibit 5:**  
**Termination and Removal Summary**

**Termination and Removal Summary**

<b>Reason for Termination or Removal</b>		<b>Counts</b>
Q.A	State	1
Q.B	Gender	84
Q.C	Age	30
Q.D	Race or ethnicity	77
Q.E	Items purchased in past 5 years	163
Q.F	Hair care products purchased in past 5 years	859
Q.G	Type of hair relaxer kit purchased in past 5 years	89
Q.H	Type of business work in	77
Q.I	Participation in survey regarding hair care products in past 30 days	54
Q.L	Not wearing glasses or contact lenses if needed	1
Q.1	Number of times ever purchased no-lye hair relaxer kit	0
Respondents removed for validation		6
<b>Total number of respondents terminated or removed</b>		<b>1,441</b>

**Exhibit 6:**  
**Cross Tabulation Tables**

**Cross Tabulation Tables****Q.A In what state do you live?****Region****Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
South	206	54.3%
Midwest	69	18.2%
Northeast	64	16.9%
West	40	10.6%

**Cross Tabulation Tables****Q.B What is your gender?****Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
Female	379	100.0%
Male	0	0.0%
Prefer not to answer	0	0.0%



## Cross Tabulation Tables

Q.C What is your age?

Base: All Respondents

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
17 years old or younger	0	0.0%
18 to 34 years old	135	35.6%
35 to 54 years old	144	38.0%
55 years old or older	100	26.4%
Prefer not to answer	0	0.0%

## Cross Tabulation Tables

**Q.D Please specify your race or ethnicity.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
Black or African American	379	100.0%
White or Caucasian	9	2.4%
Hispanic or Latino	6	1.6%
Native American or American Indian	6	1.6%
Asian or Pacific Islander	4	1.1%
Other	1	0.3%
I don't know	0	0.0%
Prefer not to answer	0	0.0%

## Cross Tabulation Tables

**Q.E Which, if any, of the following items have you purchased in the past 5 years?**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
Hair care products (like shampoo, hair care kits, and conditioner)	379	100.0%
Skin care products (like lotions and cleansers)	361	95.3%
Nail care products (like hardener and polish)	303	79.9%
Vitamins (like multi-vitamins, Vitamin A, or Vitamin C)	289	76.3%
Foot care products (like creams and orthotics)	193	50.9%
First aid kit	156	41.2%
None of these	0	0.0%
I don't know	0	0.0%

## Cross Tabulation Tables

**Q.F Which, if any, of the following hair care products have you purchased in the past 5 years?**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
Hair relaxer kit	379	100.0%
Shampoo	364	96.0%
Hair color kit	224	59.1%
Hair extensions	205	54.1%
None of these	0	0.0%
I don't know	0	0.0%

## Cross Tabulation Tables

**Q.G A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair relaxer kits have you purchased in the past 5 years?**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
No-lye hair relaxer kit (described on the package as “no-lye”)	379	100.0%
Conditioning hair relaxer kit (described on the package as “conditioning”)	169	44.6%
Children’s hair relaxer kit (described on the package as for children)	71	18.7%
None of these	0	0.0%
I don’t know	0	0.0%

**Cross Tabulation Tables****Q.H Do you, or does anyone in your household, work in any of the following types of businesses?****Summary of "No" responses****Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
Marketing research	379	100.0%
Advertising or public relations	379	100.0%
Manufacturer, distributor, or retailer of hair care products	379	100.0%
Hair salon or hair stylist	379	100.0%

**Cross Tabulation Tables**

**Q.I In the past 30 days, how many surveys have you participated in regarding hair care products?**

**Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
None	379	100.0%
1 or 2	0	0.0%
3 or more	0	0.0%
I don't know	0	0.0%

**Cross Tabulation Tables**

**Q.J Do you usually wear eyeglasses or contact lenses when you use an electronic device like the one you are using now?**

**Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
Yes, I do usually wear eyeglasses or contact lenses when I use this type of device	217	57.3%
No, I do not usually wear eyeglasses or contact lenses when I use this type of device	162	42.7%



## Cross Tabulation Tables

**Q.K Are you wearing your eyeglasses or contact lenses right now?**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
Yes, I am wearing my eyeglasses or contact lenses right now	195	51.5%
No, I am not wearing my eyeglasses or contact lenses right now	22	5.8%
Not asked	162	42.7%

**Cross Tabulation Tables**

**Q.L Please put on your eyeglasses or contact lenses to complete the remainder of the survey. After you have put on your eyeglasses or contact lenses, please select the appropriate option below.**

**Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
Yes, I am wearing my eyeglasses or contact lenses	22	5.8%
No, I am not wearing my eyeglasses or contact lenses	0	0.0%
Not asked	357	94.2%

**Cross Tabulation Tables**

**Q.1 How many times have you ever purchased a no-lye hair relaxer kit? As a reminder, a no-lye hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair.**

**Base: All Respondents**

	<b>All Respondents</b>	
	<b>Counts</b>	<b>Percentages</b>
<b>Sample size</b>	379	100.0%
More than 10 times	268	70.7%
6 to 10 times	51	13.5%
3 to 5 times	38	10.0%
1 to 2 times	18	4.7%
Never	0	0.0%
I don't know	4	1.1%

## Cross Tabulation Tables

**Q.2 How often do you typically purchase no-lye hair relaxer kits?**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
More often than once per month	5	1.3%
About once per month	71	18.7%
Once every 2 to 3 months	136	35.9%
2 to 3 times per year	99	26.1%
Once per year	32	8.4%
Less often than once per year	32	8.5%
I don't know	4	1.1%

## Cross Tabulation Tables

**Q.3 Please answer this question thinking about no-lye hair relaxer kits.**

**Some, all, or none of the statements below may describe your beliefs about no-lye hair relaxers. For each statement, please select one response to indicate whether the statement does or does not describe your beliefs about no-lye hair relaxers, or you don't know.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
<b>No-lye hair relaxers use strong chemicals to straighten hair.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	274	72.3%
No, this does not describe my beliefs about no-lye hair relaxers	88	23.2%
I don't know	17	4.5%
<b>No-lye hair relaxers may cause hair to fall out.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	251	66.2%
No, this does not describe my beliefs about no-lye hair relaxers	96	25.3%
I don't know	32	8.5%
<b>No-lye hair relaxers may irritate the scalp.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	315	83.1%
No, this does not describe my beliefs about no-lye hair relaxers	53	14.0%
I don't know	11	2.9%
<b>No-lye hair relaxers may damage hair or skin.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	304	80.2%
No, this does not describe my beliefs about no-lye hair relaxers	64	16.9%
I don't know	11	2.9%
<b>No-lye hair relaxers come in a package that has safety warnings.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	359	94.7%
No, this does not describe my beliefs about no-lye hair relaxers	10	2.7%
I don't know	10	2.6%

## Cross Tabulation Tables

**Q.3 Please answer this question thinking about no-lye hair relaxer kits.**

**Some, all, or none of the statements below may describe your beliefs about no-lye hair relaxers. For each statement, please select one response to indicate whether the statement does or does not describe your beliefs about no-lye hair relaxers, or you don't know.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
<b>No-lye hair relaxers should be put on hair after applying scalp protector.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	334	88.1%
No, this does not describe my beliefs about no-lye hair relaxers	33	8.7%
I don't know	12	3.2%
<b>No-lye hair relaxers should be applied to hair while wearing gloves.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	366	96.6%
No, this does not describe my beliefs about no-lye hair relaxers	12	3.2%
I don't know	1	0.2%
<b>No-lye hair relaxers should be applied to hair after conducting a strand test.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	329	86.8%
No, this does not describe my beliefs about no-lye hair relaxers	36	9.5%
I don't know	14	3.7%
<b>No-lye hair relaxers provide results that vary depending on hair type.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	355	93.7%
No, this does not describe my beliefs about no-lye hair relaxers	18	4.7%
I don't know	6	1.6%
<b>No-lye hair relaxers come with conditioner.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	344	90.7%
No, this does not describe my beliefs about no-lye hair relaxers	23	6.1%
I don't know	12	3.2%

## Cross Tabulation Tables

**Q.3 Please answer this question thinking about no-lye hair relaxer kits.**

**Some, all, or none of the statements below may describe your beliefs about no-lye hair relaxers. For each statement, please select one response to indicate whether the statement does or does not describe your beliefs about no-lye hair relaxers, or you don't know.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
<b>No-lye hair relaxers come with moisturizer.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	307	81.0%
No, this does not describe my beliefs about no-lye hair relaxers	53	14.0%
I don't know	19	5.0%
<b>No-lye hair relaxers are recommended by people I trust.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	265	69.9%
No, this does not describe my beliefs about no-lye hair relaxers	68	18.0%
I don't know	46	12.1%
<b>No-lye hair relaxers come with silver earrings.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	12	3.2%
No, this does not describe my beliefs about no-lye hair relaxers	358	94.4%
I don't know	9	2.4%
<b>No-lye hair relaxers should be applied only while driving.</b>		
Yes, this does describe my beliefs about no-lye hair relaxers	8	2.1%
No, this does not describe my beliefs about no-lye hair relaxers	370	97.6%
I don't know	1	0.3%

## Cross Tabulation Tables

**Q.4 Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? For each, please select one response to indicate yes, you have experienced this; no, you have not experienced this; or you don't know.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
<b>Scalp burning</b>		
Yes, I have experienced this as a result of using a no-lye hair relaxer	294	77.6%
No, I have not experienced this as a result of using a no-lye hair relaxer	83	21.9%
I don't know	2	0.5%
<b>Hair breakage</b>		
Yes, I have experienced this as a result of using a no-lye hair relaxer	204	53.8%
No, I have not experienced this as a result of using a no-lye hair relaxer	167	44.1%
I don't know	8	2.1%
<b>Hair loss</b>		
Yes, I have experienced this as a result of using a no-lye hair relaxer	123	32.4%
No, I have not experienced this as a result of using a no-lye hair relaxer	247	65.2%
I don't know	9	2.4%
<b>Darcy disease</b>		
Yes, I have experienced this as a result of using a no-lye hair relaxer	1	0.3%
No, I have not experienced this as a result of using a no-lye hair relaxer	329	86.8%
I don't know	49	12.9%



## Cross Tabulation Tables

**Q.5 Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months.**

**Base: All Respondents**

	All Respondents	
	Counts	Percentages
<b>Sample size</b>	379	100.0%
Shampoo	357	94.2%
Conditioner	352	92.9%
Hair brush or comb	327	86.3%
Hair dryer	269	71.0%
Flat iron	239	63.1%
Curling iron	175	46.2%
Hair coloring or hair dye	153	40.4%
Hair braids or extensions	153	40.4%
Hot comb	70	18.5%
Hair highlights	41	10.8%
Hair bleach or lightener	19	5.0%
None of these	2	0.5%
I don't know	0	0.0%

**Exhibit 7:**  
**All Responses From All Respondents**

- **Survey Data File**
- **Survey Data Map**

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
10	10/20/2017 3:52	MS	3	2	2	0	0	1	0	0	0	0
11	10/20/2017 3:56	GA	3	2	4	0	0	1	0	0	0	0
15	10/20/2017 4:08	GA	3	2	2	0	0	1	0	0	0	0
23	10/20/2017 4:19	VA	3	2	2	0	0	1	0	0	0	0
27	10/20/2017 4:24	NY	1	2	2	0	0	1	0	0	0	0
28	10/20/2017 4:26	NY	1	2	3	0	0	1	0	0	0	0
30	10/20/2017 4:33	CA	4	2	3	0	0	1	0	0	0	0
32	10/20/2017 4:36	CT	1	2	2	1	0	1	0	0	0	0
33	10/20/2017 4:43	GA	3	2	4	0	0	1	0	0	0	0
38	10/20/2017 5:21	MS	3	2	2	0	0	1	0	0	0	0
42	10/20/2017 5:34	AL	3	2	2	0	0	1	0	0	0	0
43	10/20/2017 5:34	GA	3	2	2	0	0	1	0	0	0	0
46	10/20/2017 5:54	CA	4	2	3	0	0	1	0	0	0	0
47	10/20/2017 5:44	NC	3	2	2	0	0	1	0	0	0	0
50	10/20/2017 5:47	MI	2	2	3	0	0	1	0	0	0	0
56	10/20/2017 6:15	NJ	1	2	2	0	0	1	0	0	0	0
75	10/20/2017 6:34	GA	3	2	2	0	0	1	0	0	0	0
76	10/20/2017 6:34	KY	3	2	2	0	0	1	0	0	0	0
80	10/20/2017 6:42	MI	2	2	2	0	0	1	0	0	0	0
86	10/20/2017 7:06	IL	2	2	2	0	0	1	0	0	0	0
90	10/20/2017 7:13	VA	3	2	2	0	0	1	0	0	0	0
91	10/20/2017 7:16	FL	3	2	2	0	0	1	0	0	0	0
93	10/20/2017 7:20	PA	1	2	2	0	0	1	0	0	0	0
100	10/20/2017 7:47	AL	3	2	3	0	0	1	0	0	0	0
103	10/20/2017 7:47	NY	1	2	3	0	0	1	0	0	0	0
104	10/20/2017 7:49	GA	3	2	3	0	0	1	0	0	0	0
105	10/20/2017 7:50	NC	3	2	3	0	0	1	0	0	0	0
108	10/20/2017 7:51	NY	1	2	3	0	0	1	0	0	0	0
111	10/20/2017 8:13	NJ	1	2	4	0	0	1	0	0	0	0
117	10/20/2017 8:53	LA	3	2	2	0	0	1	0	0	0	0
118	10/20/2017 9:01	FL	3	2	4	0	0	1	0	0	0	0
120	10/20/2017 8:53	TX	3	2	3	0	0	1	0	0	0	0
122	10/20/2017 8:55	OH	2	2	4	0	0	1	0	0	0	0
123	10/20/2017 8:56	PA	1	2	2	0	0	1	0	0	0	0
130	10/20/2017 9:58	MO	2	2	2	0	0	1	0	0	0	0
131	10/20/2017 9:58	FL	3	2	2	0	0	1	0	0	1	0
139	10/20/2017 10:20	FL	3	2	3	0	0	1	0	0	0	0
162	10/20/2017 10:50	CA	4	2	2	1	0	1	0	1	0	0
168	10/20/2017 11:02	NC	3	2	2	0	0	1	0	0	0	0
174	10/20/2017 11:07	PA	1	2	3	0	0	1	0	1	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
10	0	1	1	0	1	1	0	0	0	1	1	1	1
11	0	1	1	1	1	1	1	0	0	1	0	1	1
15	0	1	1	1	1	1	1	0	0	1	1	1	1
23	0	1	1	1	1	1	1	0	0	0	1	1	1
27	0	0	1	0	0	0	1	0	0	1	1	1	1
28	0	1	1	0	1	0	1	0	0	0	0	1	1
30	0	1	1	1	1	1	1	0	0	1	1	1	1
32	0	0	1	1	1	1	1	0	0	0	0	1	1
33	0	1	1	1	1	1	1	0	0	1	1	1	1
38	0	1	1	0	1	1	0	0	0	1	1	1	1
42	0	1	1	1	1	1	1	0	0	1	1	1	1
43	0	1	1	0	0	1	1	0	0	1	0	1	1
46	0	1	1	0	1	0	1	0	0	1	0	1	1
47	0	1	1	0	1	1	1	0	0	1	0	1	1
50	0	1	1	1	1	1	1	0	0	1	1	1	1
56	0	1	1	1	1	1	1	0	0	0	1	1	1
75	0	0	1	0	1	0	0	0	0	1	0	1	0
76	0	1	1	0	1	0	1	0	0	1	1	1	1
80	0	0	1	0	1	0	1	0	0	0	0	1	1
86	0	1	1	0	1	1	1	0	0	1	0	1	1
90	0	1	1	1	1	0	0	0	0	1	1	1	1
91	0	1	1	0	1	1	0	0	0	1	0	1	1
93	0	1	1	0	1	1	1	0	0	1	1	1	1
100	0	1	1	1	1	1	1	0	0	1	0	1	1
103	0	1	1	1	1	1	1	0	0	1	1	1	1
104	0	1	1	1	1	0	1	0	0	1	0	1	1
105	0	1	1	0	1	0	1	0	0	1	1	1	1
108	0	0	1	0	1	0	1	0	0	0	1	1	1
111	0	0	1	1	1	0	1	0	0	0	0	1	1
117	0	1	1	1	1	0	1	0	0	1	0	1	1
118	0	1	1	1	1	0	1	0	0	1	0	1	1
120	0	1	1	0	1	1	1	0	0	0	1	1	1
122	0	1	1	1	1	1	1	0	0	1	0	1	1
123	0	1	1	1	1	0	0	0	0	0	0	1	1
130	0	1	1	0	1	0	1	0	0	1	1	1	1
131	0	1	1	0	1	1	1	0	0	1	1	1	1
139	0	1	1	1	1	1	1	0	0	1	1	1	1
162	0	1	1	1	1	1	1	0	0	0	1	1	1
168	0	1	1	0	1	0	0	0	0	1	1	1	1
174	0	0	1	0	1	0	0	0	0	0	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
10	0	0	1	0	1	0	0	2	2	2	2	1	2
11	0	0	1	1	0	0	0	2	2	2	2	1	1
15	0	0	1	1	0	0	0	2	2	2	2	1	2
23	0	0	1	1	1	0	0	2	2	2	2	1	2
27	0	0	1	0	1	0	0	2	2	2	2	1	2
28	0	0	1	0	0	0	0	2	2	2	2	1	2
30	0	0	1	0	0	0	0	2	2	2	2	1	2
32	0	0	1	1	0	0	0	2	2	2	2	1	2
33	0	0	1	0	0	0	0	2	2	2	2	1	2
38	0	0	1	1	0	0	0	2	2	2	2	1	1
42	0	0	1	1	0	0	0	2	2	2	2	1	2
43	0	0	1	1	1	0	0	2	2	2	2	1	1
46	0	0	1	1	0	0	0	2	2	2	2	1	2
47	0	0	1	1	0	0	0	2	2	2	2	1	2
50	0	0	1	1	0	0	0	2	2	2	2	1	1
56	0	0	1	1	0	0	0	2	2	2	2	1	1
75	0	0	1	0	0	0	0	2	2	2	2	1	2
76	0	0	1	1	0	0	0	2	2	2	2	1	2
80	0	0	1	0	0	0	0	2	2	2	2	1	1
86	0	0	1	0	0	0	0	2	2	2	2	1	1
90	0	0	1	0	1	0	0	2	2	2	2	1	1
91	0	0	1	1	1	0	0	2	2	2	2	1	2
93	0	0	1	1	1	0	0	2	2	2	2	1	1
100	0	0	1	0	0	0	0	2	2	2	2	1	2
103	0	0	1	0	0	0	0	2	2	2	2	1	1
104	0	0	1	1	0	0	0	2	2	2	2	1	2
105	0	0	1	0	0	0	0	2	2	2	2	1	2
108	0	0	1	1	0	0	0	2	2	2	2	1	2
111	0	0	1	1	0	0	0	2	2	2	2	1	2
117	0	0	1	1	0	0	0	2	2	2	2	1	2
118	0	0	1	1	0	0	0	2	2	2	2	1	1
120	0	0	1	1	0	0	0	2	2	2	2	1	2
122	0	0	1	1	1	0	0	2	2	2	2	1	1
123	0	0	1	1	0	0	0	2	2	2	2	1	2
130	0	0	1	0	1	0	0	2	2	2	2	1	1
131	0	0	1	1	0	0	0	2	2	2	2	1	2
139	0	0	1	0	0	0	0	2	2	2	2	1	1
162	0	0	1	0	0	0	0	2	2	2	2	1	1
168	0	0	1	0	0	0	0	2	2	2	2	1	2
174	0	0	1	1	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
10			4	4	1	1	1	1	1	2	1	1	1
11	1		5	4	2	1	1	1	1	1	1	1	1
15			3	4	1	2	1	1	1	1	1	1	1
23			5	4	1	1	1	1	1	1	1	1	1
27			5	4	1	1	1	1	1	1	1	1	1
28			5	3	1	1	1	1	1	1	1	1	1
30			5	3	2	1	1	1	1	1	1	1	1
32			3	2	1	1	1	1	1	1	1	1	1
33			5	4	1	1	1	1	1	1	1	1	1
38	1		5	5	1	2	1	1	1	1	1	1	1
42			5	5	1	3	1	1	1	1	1	1	1
43	1		3	5	1	1	2	2	1	2	2	2	1
46			5	2	2	3	1	1	1	1	1	1	1
47			5	4	1	2	1	1	1	1	1	1	1
50	1		3	3	3	1	1	2	1	2	1	1	1
56	1		5	4	1	1	1	1	1	1	1	1	1
75			4	4	1	1	3	1	1	1	1	1	1
76			5	3	1	1	1	1	1	1	1	1	2
80	1		5	3	1	1	1	1	1	1	1	1	1
86	1		5	4	1	1	1	1	1	1	1	3	1
90	1		4	5	2	3	1	2	1	3	1	3	3
91			3	4	1	1	1	1	1	1	1	1	1
93	1		4	4	1	1	1	1	1	1	1	1	2
100			5	1	2	3	1	1	1	1	1	1	1
103	1		5	1	1	1	1	2	1	1	1	1	1
104			5	5	2	1	1	1	1	1	1	1	1
105			5	4	1	1	1	1	1	1	1	1	1
108			5	5	1	1	1	1	1	1	1	1	1
111			5	5	1	2	1	2	1	1	1	1	1
117			5	5	1	1	1	1	1	2	1	1	1
118	1		5	4	2	2	1	1	1	1	1	1	1
120			5	5	1	2	1	1	1	1	1	1	1
122	1		5	4	2	1	1	1	1	1	1	1	1
123			4	5	1	2	2	2	1	1	1	1	1
130	1		5	5	1	1	1	1	1	1	1	1	1
131			5	1	1	1	1	1	1	1	1	1	1
139	1		5	4	1	1	1	1	1	1	1	1	1
162	1		4	3	1	1	1	1	1	1	1	2	1
168			5	3	1	1	1	1	1	1	1	1	1
174	1		5	4	3	3	1	3	1	1	1	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
10	1	1	1	2	2	1	2	2	2	0	0	0	1
11	1	1	1	2	2	1	1	2	2	1	0	1	0
15	1	1	1	2	2	1	2	2	2	1	0	0	1
23	1	1	2	2	2	1	1	1	2	0	0	0	1
27	1	1	2	2	2	1	1	1	2	0	0	0	1
28	1	1	3	2	2	1	2	2	2	0	0	0	0
30	1	2	1	2	2	1	1	1	2	1	0	0	0
32	1	1	1	2	2	2	1	1	2	0	0	0	0
33	1	1	1	2	2	1	1	1	2	1	0	0	1
38	1	1	1	2	2	2	2	2	2	1	0	0	0
42	3	1	1	2	2	1	1	2	2	1	0	0	1
43	2	1	1	1	1	2	1	2	2	1	0	0	1
46	1	1	1	2	2	1	1	2	2	0	0	0	0
47	1	1	1	2	2	1	2	2	2	1	0	0	0
50	1	3	1	2	2	2	1	1	2	1	0	0	0
56	1	1	1	2	2	1	1	2	2	0	0	0	0
75	1	1	1	3	2	1	2	2	2	0	0	0	0
76	1	1	1	2	2	1	1	1	2	1	1	0	1
80	1	1	1	2	2	1	3	2	2	0	0	0	0
86	1	1	3	2	2	1	1	1	3	0	0	0	0
90	1	2	1	1	1	1	1	1	3	1	0	1	1
91	1	1	2	2	2	1	1	1	2	1	1	0	0
93	1	1	1	2	2	1	1	1	2	1	0	0	1
100	1	3	1	2	2	1	2	2	2	0	0	0	0
103	1	1	1	2	2	1	1	1	2	1	0	1	0
104	1	1	1	2	2	1	1	1	2	0	0	0	1
105	1	1	1	2	2	1	1	3	2	1	0	0	1
108	1	1	1	2	2	1	2	2	2	0	0	0	1
111	1	1	2	2	2	1	1	1	3	0	0	0	0
117	1	2	1	2	2	1	1	1	2	1	0	0	0
118	1	1	3	2	2	1	3	3	2	1	0	0	0
120	1	1	1	2	2	1	1	2	2	0	0	0	1
122	1	1	1	3	2	2	2	2	2	1	0	1	0
123	1	1	1	2	2	2	2	2	2	0	0	0	1
130	1	2	1	3	2	1	1	2	2	1	0	0	1
131	1	1	1	2	2	1	1	1	2	1	1	1	1
139	1	1	1	2	2	1	1	2	2	1	0	0	1
162	1	3	1	2	2	1	1	2	2	0	0	0	0
168	1	1	2	2	2	1	2	2	2	0	0	0	1
174	3	3	1	2	2	1	1	2	2	0	0	0	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
10	1	1	1	1	0	1	1	0	0	1
11	1	1	1	1	1	1	1	0	0	1
15	1	1	1	1	0	1	1	0	0	1
23	1	1	1	1	1	0	1	0	0	1
27	1	1	0	0	0	0	0	0	0	1
28	1	1	1	1	0	0	0	0	0	1
30	1	1	1	0	0	0	0	0	0	1
32	1	1	1	0	0	1	0	0	0	1
33	1	1	1	0	1	0	1	0	0	1
38	1	1	1	1	1	1	1	0	0	1
42	1	1	1	1	0	1	1	0	0	1
43	0	0	0	0	1	0	1	0	0	1
46	1	1	1	0	0	0	0	0	0	1
47	1	1	1	1	0	1	1	0	0	1
50	1	1	1	1	0	1	0	0	0	1
56	1	1	1	1	0	1	1	0	0	1
75	0	0	1	1	0	1	0	0	0	1
76	1	1	1	1	1	1	1	0	0	1
80	1	0	0	1	1	0	0	0	0	1
86	0	1	1	0	0	1	0	0	0	1
90	1	0	0	0	1	0	1	0	0	1
91	0	1	0	0	0	0	0	0	0	1
93	1	1	0	1	0	1	1	0	0	1
100	1	0	1	0	0	0	0	0	0	1
103	1	1	1	1	1	1	1	0	0	1
104	1	1	1	1	0	1	1	0	0	1
105	1	1	1	1	0	1	0	0	0	1
108	1	1	1	1	0	1	0	0	0	1
111	1	1	1	1	1	1	1	0	0	1
117	1	1	0	0	0	0	0	0	0	1
118	1	1	1	1	0	0	1	0	0	1
120	1	1	1	1	0	1	0	0	0	1
122	1	1	1	1	1	1	1	0	0	1
123	1	1	1	1	0	1	1	0	0	1
130	1	1	1	1	0	1	0	0	0	1
131	1	1	1	1	0	1	1	0	0	1
139	1	1	1	1	0	1	1	0	0	1
162	1	1	1	1	0	0	0	0	0	1
168	1	1	1	1	0	1	1	0	0	1
174	1	1	1	1	0	1	0	0	0	1



## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
175	10/20/2017 11:09	NC	3	2	3	0	0	1	0	0	0	0
183	10/20/2017 11:35	IL	2	2	4	0	0	1	0	0	0	0
184	10/20/2017 11:25	TN	3	2	3	0	0	1	0	0	0	0
195	10/20/2017 11:43	KS	2	2	3	0	0	1	0	0	0	0
201	10/20/2017 11:47	CT	1	2	2	1	0	1	0	0	0	0
204	10/20/2017 11:49	DE	3	2	3	0	0	1	0	0	0	0
231	10/20/2017 12:04	TX	3	2	3	0	0	1	0	0	0	0
233	10/20/2017 12:07	TX	3	2	2	0	0	1	0	0	0	0
236	10/20/2017 12:05	NY	1	2	2	0	1	1	0	0	0	0
242	10/20/2017 12:15	IL	2	2	4	0	0	1	0	0	0	0
249	10/20/2017 12:20	FL	3	2	2	0	0	1	0	0	0	0
256	10/20/2017 12:31	MD	3	2	3	0	0	1	0	0	0	0
265	10/20/2017 12:34	PA	1	2	3	0	1	1	0	0	0	0
274	10/20/2017 13:02	TX	3	2	3	0	0	1	0	0	0	0
280	10/20/2017 12:56	IN	2	2	2	0	0	1	0	0	0	0
286	10/20/2017 13:04	MS	3	2	3	0	0	1	0	0	0	0
289	10/20/2017 13:14	CO	4	2	3	0	0	1	0	0	0	0
294	10/20/2017 13:22	IN	2	2	4	0	0	1	0	0	0	0
299	10/20/2017 15:36	NY	1	2	4	0	0	1	0	0	0	0
306	10/20/2017 13:30	TX	3	2	4	0	0	1	0	0	0	0
309	10/20/2017 13:30	SC	3	2	4	0	0	1	0	0	0	0
310	10/20/2017 13:30	NC	3	2	2	0	0	1	0	0	0	0
311	10/20/2017 13:33	OH	2	2	2	0	0	1	0	0	0	0
314	10/20/2017 13:35	GA	3	2	3	0	0	1	0	0	0	0
315	10/20/2017 13:46	NJ	1	2	2	0	0	1	0	0	0	0
318	10/20/2017 13:44	CA	4	2	4	0	0	1	0	0	0	0
321	10/20/2017 13:53	MD	3	2	4	0	0	1	0	0	0	0
323	10/20/2017 13:50	NY	1	2	2	0	1	1	0	0	0	0
331	10/20/2017 13:51	GA	3	2	3	0	0	1	0	0	0	0
349	10/20/2017 14:10	NJ	1	2	4	0	0	1	0	0	0	0
351	10/20/2017 14:14	WI	2	2	2	0	0	1	0	0	0	0
360	10/23/2017 9:34	PA	1	2	4	0	0	1	0	0	0	0
369	10/20/2017 14:33	OK	3	2	4	0	0	1	0	0	0	0
370	10/20/2017 14:32	OH	2	2	3	0	0	1	0	0	0	0
374	10/20/2017 14:35	OH	2	2	4	0	0	1	0	0	0	0
389	10/20/2017 15:05	PA	1	2	3	0	0	1	0	0	0	0
392	10/20/2017 14:51	NJ	1	2	3	0	0	1	0	0	0	0
395	10/20/2017 14:52	OH	2	2	2	0	0	1	0	0	0	0
397	10/20/2017 14:57	MI	2	2	4	0	0	1	0	0	0	0
409	10/20/2017 15:34	AL	3	2	3	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
175	0	1	1	1	1	0	1	0	0	0	1	1	1
183	0	1	1	0	1	0	1	0	0	1	1	1	1
184	0	0	1	1	1	1	1	0	0	0	1	1	1
195	0	1	1	1	1	0	0	0	0	1	1	1	1
201	0	1	1	1	1	1	1	0	0	1	1	1	1
204	0	1	1	0	1	0	1	0	0	0	1	1	1
231	0	1	1	1	1	1	1	0	0	0	1	1	1
233	0	1	1	0	1	0	1	0	0	0	1	1	1
236	0	1	1	1	1	1	1	0	0	0	1	1	1
242	0	0	1	1	1	1	1	0	0	1	0	1	1
249	0	0	1	0	1	0	0	0	0	0	0	1	0
256	0	1	1	0	1	0	1	0	0	1	1	1	1
265	0	1	1	1	1	0	1	0	0	0	0	1	1
274	0	0	1	0	0	0	1	0	0	0	1	1	0
280	0	1	1	0	1	0	1	0	0	1	1	1	1
286	0	1	1	1	1	0	0	0	0	0	1	1	1
289	0	1	1	0	1	1	0	0	0	0	1	1	1
294	0	0	1	0	1	0	1	0	0	0	0	1	1
299	0	0	1	0	0	0	0	0	0	1	0	1	0
306	0	1	1	1	1	0	1	0	0	0	0	1	1
309	0	0	1	1	1	1	0	0	0	0	1	1	1
310	0	1	1	1	1	1	1	0	0	1	1	1	1
311	0	1	1	1	1	1	1	0	0	0	0	1	1
314	0	0	1	0	1	0	0	0	0	0	0	1	1
315	0	1	1	0	1	0	0	0	0	1	1	1	1
318	0	1	1	0	1	0	1	0	0	0	0	1	1
321	0	1	1	1	1	1	1	0	0	0	1	1	1
323	0	1	1	0	1	0	1	0	0	0	0	1	1
331	0	0	1	0	1	0	1	0	0	0	0	1	1
349	0	1	1	1	1	0	1	0	0	1	0	1	1
351	0	0	1	0	1	0	0	0	0	1	1	1	1
360	0	1	1	0	1	1	0	0	0	0	0	1	1
369	0	1	1	1	1	0	1	0	0	1	1	1	1
370	0	0	1	0	1	0	1	0	0	1	0	1	1
374	0	1	1	1	1	1	1	0	0	1	0	1	1
389	0	1	1	0	1	0	1	0	0	0	1	1	1
392	0	1	1	1	1	1	1	0	0	0	0	1	1
395	0	1	1	0	1	0	1	0	0	0	1	1	1
397	0	1	1	1	1	1	1	0	0	1	1	1	1
409	0	1	1	1	1	1	1	0	0	0	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
175	0	0	1	0	0	0	0	2	2	2	2	1	1
183	0	0	1	0	0	0	0	2	2	2	2	1	1
184	0	0	1	0	0	0	0	2	2	2	2	1	2
195	0	0	1	0	1	0	0	2	2	2	2	1	1
201	0	0	1	1	1	0	0	2	2	2	2	1	1
204	0	0	1	0	1	0	0	2	2	2	2	1	1
231	0	0	1	0	0	0	0	2	2	2	2	1	2
233	0	0	1	0	1	0	0	2	2	2	2	1	1
236	0	0	1	0	0	0	0	2	2	2	2	1	2
242	0	0	1	1	0	0	0	2	2	2	2	1	1
249	0	0	1	0	0	0	0	2	2	2	2	1	2
256	0	0	1	0	0	0	0	2	2	2	2	1	1
265	0	0	1	1	0	0	0	2	2	2	2	1	2
274	0	0	1	0	0	0	0	2	2	2	2	1	1
280	0	0	1	1	1	0	0	2	2	2	2	1	1
286	0	0	1	0	0	0	0	2	2	2	2	1	2
289	0	0	1	0	0	0	0	2	2	2	2	1	2
294	0	0	1	0	0	0	0	2	2	2	2	1	2
299	0	0	1	1	0	0	0	2	2	2	2	1	1
306	0	0	1	1	0	0	0	2	2	2	2	1	2
309	0	0	1	1	0	0	0	2	2	2	2	1	1
310	0	0	1	0	0	0	0	2	2	2	2	1	2
311	0	0	1	0	0	0	0	2	2	2	2	1	2
314	0	0	1	1	0	0	0	2	2	2	2	1	2
315	0	0	1	0	0	0	0	2	2	2	2	1	1
318	0	0	1	0	0	0	0	2	2	2	2	1	1
321	0	0	1	0	0	0	0	2	2	2	2	1	1
323	0	0	1	0	0	0	0	2	2	2	2	1	2
331	0	0	1	1	0	0	0	2	2	2	2	1	1
349	0	0	1	0	1	0	0	2	2	2	2	1	1
351	0	0	1	1	1	0	0	2	2	2	2	1	2
360	0	0	1	1	0	0	0	2	2	2	2	1	1
369	0	0	1	1	1	0	0	2	2	2	2	1	1
370	0	0	1	0	0	0	0	2	2	2	2	1	1
374	0	0	1	1	0	0	0	2	2	2	2	1	2
389	0	0	1	1	0	0	0	2	2	2	2	1	2
392	0	0	1	0	0	0	0	2	2	2	2	1	2
395	0	0	1	0	0	0	0	2	2	2	2	1	1
397	0	0	1	1	0	0	0	2	2	2	2	1	1
409	0	0	1	0	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
175	1		5	5	1	2	1	2	1	2	1	2	1
183	1		5	5	1	1	1	1	1	1	1	1	1
184			5	4	1	1	1	1	1	1	1	1	1
195	1		5	5	1	1	1	1	1	1	1	1	1
201	1		5	4	1	1	1	1	1	1	1	1	1
204	1		3	1	1	1	3	1	1	1	1	1	1
231			5	5	2	2	2	2	1	1	1	1	1
233	1		5	4	1	1	1	1	1	1	1	1	1
236			3	3	1	2	2	2	1	1	1	1	1
242	1		5	5	1	3	1	1	1	1	1	1	1
249			4	4	1	1	1	2	1	1	1	2	1
256	1		5	5	1	1	1	1	1	1	1	1	1
265			3	3	1	1	1	1	1	1	1	1	1
274	1		2	4	1	1	2	1	1	1	1	1	1
280	1		5	1	1	1	1	1	1	1	1	1	1
286			5	5	1	2	1	2	1	1	1	1	1
289			5	4	1	2	1	1	1	1	1	1	1
294			2	1	1	2	1	1	1	2	1	1	1
299	2	1	2	2	3	2	2	1	1	1	1	1	1
306			5	5	2	1	1	1	1	1	1	1	1
309	1		5	4	2	2	1	2	2	1	2	2	2
310			5	4	1	1	1	1	1	1	1	1	1
311			5	5	1	1	1	1	1	1	1	1	1
314			5	2	1	1	1	1	1	1	1	1	1
315	1		5	4	1	1	1	1	1	1	1	1	1
318	1		5	3	2	1	2	2	1	1	1	1	2
321	2	1	5	3	1	1	1	1	1	1	1	1	1
323			3	1	1	1	1	1	1	1	1	1	1
331	1		5	4	1	1	1	1	1	1	1	1	1
349	1		5	1	1	1	1	1	1	1	1	1	1
351			4	4	3	1	1	1	1	1	1	1	1
360	1		5	3	1	1	1	2	1	1	1	1	1
369	1		3	3	2	3	2	2	1	1	1	1	1
370	1		5	5	2	1	1	1	3	1	1	1	1
374			5	2	2	1	1	1	1	1	1	1	1
389			2	2	1	1	1	1	1	1	1	1	1
392			4	3	1	1	1	1	1	1	1	2	1
395	1		2	2	2	2	1	1	1	1	1	1	1
397	1		5	2	1	1	1	1	1	2	1	1	1
409	1		5	4	1	1	1	1	1	1	1	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
175	2	1	1	2	1	1	2	2	2	0	0	1	1
183	1	1	1	2	2	1	1	1	2	1	0	0	1
184	1	2	1	2	2	1	1	2	2	0	0	0	0
195	1	1	1	2	2	1	1	1	2	0	0	0	1
201	1	1	1	2	2	1	1	2	2	1	0	0	1
204	1	1	2	2	2	2	2	2	2	0	0	1	1
231	1	1	1	1	2	1	2	2	3	0	0	0	1
233	1	1	1	2	2	1	1	1	3	0	0	0	1
236	1	1	1	1	1	2	2	2	2	0	0	0	0
242	1	1	3	2	2	1	1	2	2	0	0	0	0
249	1	1	1	2	2	2	1	2	2	0	0	0	0
256	1	1	1	2	2	1	1	1	2	1	0	0	1
265	3	1	1	2	2	1	1	1	2	0	0	0	0
274	1	1	1	2	2	1	1	2	2	0	0	0	1
280	1	1	2	2	2	1	1	1	2	1	0	0	1
286	1	1	1	2	2	1	2	2	2	0	0	0	1
289	1	1	1	2	2	1	2	2	3	0	0	0	0
294	1	1	1	2	2	1	2	2	3	0	0	0	0
299	1	1	1	3	2	1	2	2	3	0	0	0	0
306	1	1	1	2	2	2	2	2	2	0	0	0	0
309	2	1	2	2	2	1	1	1	1	0	0	0	0
310	1	1	1	2	2	1	1	1	2	1	1	0	1
311	1	1	1	2	2	1	2	2	2	0	0	0	1
314	1	1	1	2	2	1	1	2	2	0	0	0	1
315	1	1	2	2	2	1	2	2	2	0	0	0	1
318	1	2	1	2	2	1	2	2	2	0	1	0	0
321	1	1	2	2	2	1	1	1	2	0	0	0	1
323	1	1	1	2	2	1	1	1	2	0	0	0	0
331	1	1	1	2	2	1	1	1	2	0	0	1	0
349	1	1	3	2	2	1	1	1	3	0	0	0	0
351	1	1	1	2	2	1	1	1	3	0	0	0	1
360	1	1	1	2	2	1	1	1	3	0	0	0	0
369	1	1	1	2	2	2	2	2	2	0	0	0	0
370	1	2	1	2	2	2	1	2	2	1	0	0	0
374	1	1	1	2	2	2	2	2	2	1	0	0	0
389	1	1	1	2	2	1	2	2	2	0	0	0	1
392	1	1	1	2	2	1	2	2	2	0	0	0	0
395	1	1	1	2	2	1	1	1	2	0	0	0	1
397	1	1	1	2	2	2	2	2	2	0	0	0	0
409	1	3	2	2	2	1	1	1	2	0	0	0	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
175	1	1	1	1	0	1	1	0	0	1
183	1	1	1	1	0	0	0	0	0	1
184	1	1	1	1	0	1	1	0	0	1
195	1	1	0	0	0	1	1	0	0	1
201	1	1	1	1	0	1	0	0	0	1
204	1	1	1	1	0	1	0	0	0	1
231	1	1	1	1	0	0	0	0	0	1
233	1	1	1	1	0	1	1	0	0	1
236	1	1	0	0	0	1	1	0	0	1
242	1	1	1	0	0	0	0	0	0	1
249	0	0	1	0	0	0	0	0	0	1
256	1	1	1	1	0	0	1	0	0	1
265	1	1	1	1	0	1	0	0	0	1
274	1	1	0	1	0	1	0	0	0	1
280	1	1	1	0	0	0	0	0	0	1
286	1	1	1	0	0	1	1	0	0	1
289	1	1	1	1	1	1	1	0	0	1
294	1	0	1	0	0	0	0	0	0	1
299	1	1	0	0	0	0	0	0	0	1
306	1	1	1	1	0	0	1	0	0	1
309	0	0	0	0	0	0	0	1	0	1
310	1	1	1	1	0	1	1	0	0	1
311	1	1	0	1	0	1	0	0	0	1
314	1	1	1	1	0	1	0	0	0	1
315	1	1	1	1	0	1	0	0	0	1
318	1	1	0	0	0	0	1	0	0	1
321	1	1	1	1	0	0	0	0	0	1
323	1	0	0	0	0	1	0	0	0	1
331	1	1	1	1	0	1	1	0	0	1
349	1	1	1	1	0	0	1	0	0	1
351	1	1	1	1	1	1	1	0	0	1
360	1	1	1	1	1	1	0	0	0	1
369	1	1	1	1	0	0	1	0	0	1
370	1	1	1	1	0	1	1	0	0	1
374	1	1	1	1	1	1	1	0	0	1
389	1	1	1	1	0	1	0	0	0	1
392	1	1	1	1	1	1	1	0	0	1
395	1	1	1	0	0	1	0	0	0	1
397	1	1	1	1	0	1	1	0	0	1
409	1	1	1	1	0	0	0	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
414	10/20/2017 15:17	IL	2	2	4	0	0	1	0	0	0	0
418	10/20/2017 15:18	PA	1	2	3	0	0	1	0	0	0	0
419	10/20/2017 15:15	TX	3	2	4	0	0	1	0	0	0	0
420	10/20/2017 15:17	NY	1	2	2	0	0	1	0	0	0	0
421	10/20/2017 15:20	LA	3	2	3	0	0	1	0	0	0	0
427	10/20/2017 15:32	CA	4	2	4	0	0	1	1	0	0	0
447	10/20/2017 15:47	FL	3	2	2	0	0	1	0	0	0	0
456	10/20/2017 16:00	TX	3	2	3	0	0	1	0	0	0	0
462	10/20/2017 16:03	IN	2	2	3	0	0	1	0	0	0	0
478	10/20/2017 16:32	MS	3	2	3	0	0	1	0	0	0	0
482	10/20/2017 16:35	FL	3	2	2	0	0	1	0	0	0	0
485	10/20/2017 16:43	VA	3	2	3	0	0	1	0	0	0	0
508	10/20/2017 17:04	SC	3	2	3	0	0	1	0	0	0	0
514	10/20/2017 17:16	FL	3	2	3	0	0	1	0	0	0	0
522	10/20/2017 17:20	TX	3	2	3	0	0	1	0	0	0	0
523	10/20/2017 17:25	MI	2	2	3	0	0	1	0	0	0	0
524	10/20/2017 17:25	IL	2	2	3	0	0	1	0	0	0	0
532	10/20/2017 18:52	FL	3	2	2	0	0	1	0	0	0	0
534	10/20/2017 17:30	GA	3	2	3	0	0	1	0	0	0	0
546	10/20/2017 17:44	FL	3	2	2	0	0	1	0	0	0	0
548	10/20/2017 17:47	MD	3	2	3	0	0	1	0	0	0	0
561	10/20/2017 17:57	NV	4	2	2	0	0	1	0	0	0	0
562	10/20/2017 17:59	FL	3	2	4	0	0	1	0	0	0	0
563	10/20/2017 17:57	NJ	1	2	3	0	0	1	0	0	0	0
567	10/20/2017 18:00	NY	1	2	3	0	0	1	0	0	0	0
576	10/20/2017 18:16	AR	3	2	3	0	0	1	0	0	0	0
585	10/20/2017 18:29	FL	3	2	4	0	0	1	0	0	0	0
602	10/20/2017 18:43	CA	4	2	2	0	0	1	0	0	0	0
606	10/20/2017 18:49	OH	2	2	4	0	0	1	0	0	0	0
613	10/20/2017 18:47	TX	3	2	3	0	0	1	0	0	0	0
622	10/20/2017 18:58	NY	1	2	3	0	0	1	0	0	0	0
628	10/20/2017 19:01	CA	4	2	2	0	0	1	0	0	0	0
632	10/20/2017 19:05	IN	2	2	3	0	0	1	0	0	0	0
644	10/20/2017 19:22	TX	3	2	4	1	0	1	0	1	0	0
657	10/20/2017 19:33	IL	2	2	2	0	0	1	0	0	0	0
658	10/20/2017 19:36	TX	3	2	4	0	0	1	0	0	0	0
659	10/20/2017 19:39	AZ	4	2	4	0	0	1	0	0	0	0
664	10/20/2017 19:38	NC	3	2	2	0	0	1	0	0	0	0
665	10/20/2017 19:40	KY	3	2	3	0	0	1	0	0	0	0
668	10/20/2017 19:39	NY	1	2	3	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
414	0	1	1	1	1	0	1	0	0	1	0	1	1
418	0	0	1	0	0	0	0	0	0	1	0	1	0
419	0	1	1	1	1	1	1	0	0	1	0	1	1
420	0	0	1	0	1	0	0	0	0	0	0	1	0
421	0	1	1	1	1	1	1	0	0	1	1	1	1
427	0	1	1	0	1	0	1	0	0	1	1	1	1
447	0	1	1	0	1	0	1	0	0	1	1	1	1
456	0	1	1	0	1	0	0	0	0	0	1	1	1
462	0	1	1	0	1	1	1	0	0	1	1	1	1
478	0	1	1	0	1	0	1	0	0	0	1	1	1
482	0	1	1	0	1	0	1	0	0	0	1	1	1
485	0	1	1	1	1	1	1	0	0	1	1	1	1
508	0	1	1	1	1	1	1	0	0	1	1	1	1
514	0	1	1	1	1	0	1	0	0	0	0	1	1
522	0	1	1	1	1	1	1	0	0	0	0	1	1
523	0	1	1	1	1	0	0	0	0	1	0	1	1
524	0	1	1	1	1	1	1	0	0	0	1	1	1
532	0	1	1	0	1	1	1	0	0	0	0	1	1
534	0	1	1	0	0	0	1	0	0	1	0	1	1
546	0	1	1	1	1	1	1	0	0	1	1	1	1
548	0	1	1	0	1	0	1	0	0	0	0	1	1
561	0	0	1	0	1	0	1	0	0	0	0	1	1
562	0	1	1	1	1	1	1	0	0	1	1	1	1
563	0	1	1	1	1	0	1	0	0	1	1	1	1
567	0	1	1	0	1	0	1	0	0	1	1	1	1
576	0	1	1	0	1	0	1	0	0	0	0	1	1
585	0	1	1	1	1	0	1	0	0	1	1	1	1
602	0	1	1	1	1	0	0	0	0	0	0	1	1
606	0	1	1	1	1	0	1	0	0	1	0	1	1
613	0	1	1	1	1	0	1	0	0	0	1	1	1
622	0	1	1	1	1	0	1	0	0	1	1	1	1
628	0	1	1	0	1	0	0	0	0	1	1	1	1
632	0	1	1	1	1	0	1	0	0	0	1	1	1
644	0	1	1	1	1	1	1	0	0	1	1	1	1
657	0	1	1	1	1	0	1	0	0	1	1	1	1
658	0	1	1	1	1	0	1	0	0	1	1	1	1
659	0	1	1	0	1	1	0	0	0	0	0	1	1
664	0	1	1	0	1	1	1	0	0	1	1	1	1
665	0	1	1	1	1	0	1	0	0	1	1	1	1
668	0	1	1	1	1	0	0	0	0	1	0	1	1



## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
414	0	0	1	0	0	0	0	2	2	2	2	1	1
418	0	0	1	0	0	0	0	2	2	2	2	1	1
419	0	0	1	0	0	0	0	2	2	2	2	1	1
420	0	0	1	0	0	0	0	2	2	2	2	1	1
421	0	0	1	0	0	0	0	2	2	2	2	1	2
427	0	0	1	1	0	0	0	2	2	2	2	1	1
447	0	0	1	0	0	0	0	2	2	2	2	1	2
456	0	0	1	0	0	0	0	2	2	2	2	1	2
462	0	0	1	0	1	0	0	2	2	2	2	1	1
478	0	0	1	0	1	0	0	2	2	2	2	1	2
482	0	0	1	0	0	0	0	2	2	2	2	1	2
485	0	0	1	0	0	0	0	2	2	2	2	1	1
508	0	0	1	1	0	0	0	2	2	2	2	1	1
514	0	0	1	1	0	0	0	2	2	2	2	1	1
522	0	0	1	0	0	0	0	2	2	2	2	1	1
523	0	0	1	0	0	0	0	2	2	2	2	1	2
524	0	0	1	0	0	0	0	2	2	2	2	1	1
532	0	0	1	1	0	0	0	2	2	2	2	1	2
534	0	0	1	0	0	0	0	2	2	2	2	1	1
546	0	0	1	1	1	0	0	2	2	2	2	1	1
548	0	0	1	0	0	0	0	2	2	2	2	1	1
561	0	0	1	0	0	0	0	2	2	2	2	1	1
562	0	0	1	1	1	0	0	2	2	2	2	1	2
563	0	0	1	0	1	0	0	2	2	2	2	1	2
567	0	0	1	1	0	0	0	2	2	2	2	1	1
576	0	0	1	1	0	0	0	2	2	2	2	1	1
585	0	0	1	1	0	0	0	2	2	2	2	1	1
602	0	0	1	0	0	0	0	2	2	2	2	1	1
606	0	0	1	0	0	0	0	2	2	2	2	1	1
613	0	0	1	0	1	0	0	2	2	2	2	1	2
622	0	0	1	0	0	0	0	2	2	2	2	1	2
628	0	0	1	0	0	0	0	2	2	2	2	1	1
632	0	0	1	0	0	0	0	2	2	2	2	1	2
644	0	0	1	1	0	0	0	2	2	2	2	1	1
657	0	0	1	1	0	0	0	2	2	2	2	1	1
658	0	0	1	0	0	0	0	2	2	2	2	1	1
659	0	0	1	0	0	0	0	2	2	2	2	1	2
664	0	0	1	1	0	0	0	2	2	2	2	1	1
665	0	0	1	1	0	0	0	2	2	2	2	1	1
668	0	0	1	1	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
414	1		5	3	1	1	1	1	1	1	1	1	1
418	1		5	4	1	2	1	1	1	1	1	1	1
419	1		6	3	1	1	1	1	1	1	1	1	1
420	1		5	4	3	3	3	3	2	1	1	1	1
421			5	4	1	1	1	1	1	1	1	1	1
427	1		5	4	2	2	1	1	1	1	1	1	1
447			5	4	1	1	2	2	1	1	1	1	2
456			5	3	1	1	1	1	1	1	1	1	1
462	1		3	3	3	1	1	1	1	1	1	2	1
478			5	7	1	1	1	2	1	1	1	1	1
482			5	6	1	2	1	2	1	2	1	1	2
485	1		5	1	1	1	1	1	1	1	1	1	1
508	1		5	4	1	2	1	2	1	1	1	1	1
514	2	1	5	3	1	1	1	1	1	1	1	1	1
522	1		5	1	1	1	1	1	1	1	1	1	1
523			5	5	1	1	1	1	1	1	1	1	1
524	1		5	1	1	1	1	1	1	1	1	1	1
532			3	4	1	2	2	2	1	1	1	1	1
534	1		6	7	2	1	1	1	1	1	1	1	1
546	1		5	4	2	2	2	2	2	2	2	2	2
548	1		5	4	1	1	1	1	1	1	1	1	1
561	1		4	4	1	3	1	1	1	3	1	1	1
562			5	4	1	1	2	2	1	1	1	1	1
563			5	4	1	3	1	1	1	1	1	1	1
567	1		5	4	1	1	1	1	1	1	1	1	1
576	2	1	2	3	1	1	2	1	1	2	1	1	2
585	1		4	4	1	1	1	1	1	1	1	3	1
602	1		2	4	1	1	1	1	1	1	1	1	1
606	1		5	3	1	1	1	1	1	1	1	1	1
613			3	3	2	3	1	3	1	1	1	1	1
622			5	5	1	1	1	1	1	1	1	1	1
628	1		3	2	1	1	1	2	1	3	1	2	1
632			5	2	1	1	1	1	1	1	1	1	1
644	1		5	3	1	1	1	1	1	1	1	1	1
657	1		5	3	1	1	1	1	1	1	1	1	1
658	1		5	4	1	1	1	1	1	1	1	1	1
659			5	5	1	1	1	1	1	1	1	1	1
664	1		5	2	1	1	1	1	1	1	1	2	1
665	1		3	4	2	2	1	1	1	1	1	1	1
668	1		3	3	2	2	3	1	1	1	1	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
414	1	1	1	2	2	1	1	1	2	1	0	0	0
418	1	1	1	2	2	1	1	2	2	0	0	0	0
419	1	1	1	2	2	1	1	1	2	1	0	0	0
420	3	3	2	2	2	2	2	2	2	0	0	0	0
421	1	1	1	2	2	1	1	2	3	1	0	1	1
427	1	1	1	3	2	1	1	1	2	0	0	0	1
447	1	1	2	2	2	1	1	2	2	0	0	0	0
456	2	2	1	2	2	1	1	1	2	0	0	0	1
462	1	1	2	2	2	1	1	2	2	1	0	0	1
478	1	1	1	2	2	1	1	1	2	0	0	0	1
482	2	1	1	3	2	1	2	2	2	0	0	0	1
485	1	1	1	2	2	2	1	1	2	1	0	0	0
508	2	2	1	2	2	1	2	2	2	1	0	0	1
514	1	1	1	2	2	1	2	2	2	0	0	0	0
522	1	1	1	2	2	1	1	2	2	0	0	0	0
523	1	1	3	2	2	1	1	2	2	1	0	0	0
524	1	3	3	2	2	1	1	1	2	0	0	0	0
532	1	1	2	2	2	2	2	2	2	0	0	0	0
534	1	2	2	2	2	2	2	2	2	0	0	0	0
546	2	2	2	2	2	1	1	2	2	0	0	0	0
548	1	2	1	2	2	1	2	2	2	0	0	0	0
561	3	1	2	2	2	2	2	2	2	0	0	0	1
562	1	2	1	2	2	1	1	1	2	1	0	0	0
563	1	1	1	2	2	1	2	2	2	1	0	0	0
567	2	1	1	2	2	1	2	2	2	1	0	0	1
576	1	1	1	2	2	1	2	2	2	1	0	0	0
585	1	1	1	2	2	1	1	1	2	1	0	0	1
602	2	1	1	1	2	1	1	2	2	0	0	0	1
606	1	1	1	2	2	1	1	2	3	1	0	0	0
613	1	1	3	2	2	1	1	2	2	0	0	0	1
622	1	1	2	2	2	1	1	1	2	1	0	0	1
628	2	2	1	2	2	1	1	1	3	0	0	0	1
632	2	2	1	2	2	1	2	2	2	0	0	0	0
644	1	1	1	2	2	1	1	1	2	1	0	0	1
657	1	1	1	2	2	1	1	1	2	0	0	0	1
658	1	1	2	2	2	1	1	2	2	0	0	0	1
659	1	1	3	2	2	1	1	2	2	0	0	0	0
664	1	1	1	2	2	1	1	2	2	1	0	1	1
665	1	1	1	2	2	1	1	2	2	1	0	1	0
668	1	2	1	2	2	1	1	2	2	0	0	0	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
414	1	1	1	1	0	1	1	0	0	1
418	0	1	1	0	0	0	0	0	0	1
419	1	1	1	1	0	0	0	0	0	1
420	1	1	1	1	0	1	0	0	0	1
421	0	0	0	0	0	0	0	0	0	1
427	1	1	0	0	0	0	0	0	0	1
447	1	1	1	1	0	1	0	0	0	1
456	1	1	1	1	0	0	0	0	0	1
462	1	1	1	1	0	1	0	0	0	1
478	1	1	1	0	0	0	0	0	0	1
482	1	1	1	1	0	1	0	0	0	1
485	1	1	1	1	0	1	1	0	0	1
508	1	1	1	1	0	1	1	0	0	1
514	1	1	1	0	1	1	0	0	0	1
522	1	1	0	1	0	0	0	0	0	1
523	1	1	1	1	0	1	0	0	0	1
524	1	1	1	0	0	1	0	0	0	1
532	1	1	1	1	0	1	0	0	0	1
534	1	1	1	0	0	0	0	0	0	1
546	0	1	1	0	1	1	0	0	0	1
548	1	1	1	1	0	0	0	0	0	1
561	1	1	1	1	0	1	1	0	0	1
562	1	1	1	1	0	1	0	0	0	1
563	1	1	1	1	0	1	1	0	0	1
567	1	1	1	1	0	1	0	0	0	1
576	1	1	1	1	0	1	0	0	0	1
585	1	1	1	1	1	1	1	0	0	1
602	0	0	1	0	1	0	0	0	0	1
606	1	1	1	1	0	1	1	0	0	1
613	1	1	1	1	0	1	0	0	0	1
622	1	1	1	1	0	1	1	0	0	1
628	1	1	1	0	0	0	0	0	0	1
632	1	1	1	1	0	1	0	0	0	1
644	1	1	1	1	1	1	1	0	0	1
657	1	1	1	0	1	1	1	0	0	1
658	1	1	1	1	0	1	0	0	0	1
659	1	1	1	1	0	0	0	0	0	1
664	1	1	1	1	0	1	1	0	0	1
665	1	1	1	1	0	1	0	0	0	1
668	1	1	0	1	0	0	0	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
673	10/21/2017 1:15	GA	3	2	4	0	0	1	0	0	0	0
677	10/21/2017 1:54	MD	3	2	2	0	1	1	0	0	0	0
683	10/21/2017 4:02	CA	4	2	2	0	0	1	0	0	0	0
684	10/21/2017 4:08	LA	3	2	2	0	0	1	0	0	0	0
686	10/21/2017 4:36	NC	3	2	4	0	0	1	0	0	0	0
687	10/21/2017 4:29	NY	1	2	3	0	0	1	0	0	0	0
689	10/21/2017 4:35	IL	2	2	3	0	0	1	0	0	0	0
691	10/21/2017 4:46	MS	3	2	4	0	0	1	0	0	0	0
697	10/21/2017 5:25	DE	3	2	3	0	0	1	0	0	0	0
699	10/21/2017 5:39	NJ	1	2	2	0	0	1	0	0	0	0
703	10/21/2017 5:57	NC	3	2	4	0	0	1	0	0	0	0
704	10/21/2017 5:58	TX	3	2	3	0	0	1	0	0	0	0
708	10/21/2017 6:18	MD	3	2	3	0	0	1	0	0	0	0
709	10/21/2017 6:18	MI	2	2	3	0	0	1	0	0	0	0
715	10/21/2017 6:52	WI	2	2	4	0	0	1	0	0	0	0
721	10/21/2017 7:13	GA	3	2	2	0	0	1	0	0	0	0
723	10/21/2017 7:09	VA	3	2	3	0	0	1	0	0	0	0
726	10/21/2017 7:18	AL	3	2	3	0	0	1	0	0	0	0
733	10/21/2017 7:27	GA	3	2	2	0	0	1	0	0	0	0
753	10/21/2017 8:09	MI	2	2	2	0	0	1	0	0	0	0
763	10/21/2017 8:52	TX	3	2	4	0	0	1	0	0	0	0
768	10/21/2017 8:59	CA	4	2	2	0	0	1	0	0	0	0
772	10/21/2017 9:18	SC	3	2	3	0	0	1	0	0	0	0
773	10/21/2017 9:16	PA	1	2	2	0	0	1	0	0	0	0
779	10/21/2017 9:41	OH	2	2	2	0	0	1	0	0	0	0
782	10/21/2017 9:55	NY	1	2	2	0	0	1	0	0	0	0
784	10/21/2017 9:57	OH	2	2	4	0	0	1	0	0	0	0
792	10/21/2017 10:06	PA	1	2	3	0	0	1	0	0	0	0
798	10/21/2017 10:08	MO	2	2	3	0	0	1	0	0	0	0
801	10/21/2017 10:09	CA	4	2	3	1	0	1	0	0	0	0
803	10/21/2017 10:43	MD	3	2	3	0	0	1	0	0	0	0
806	10/21/2017 10:16	GA	3	2	4	0	0	1	0	0	0	0
808	10/21/2017 10:20	FL	3	2	3	0	0	1	0	0	0	0
810	10/21/2017 10:39	KS	2	2	2	0	0	1	0	0	0	0
815	10/21/2017 10:26	TX	3	2	4	0	0	1	0	0	0	0
819	10/21/2017 10:25	TX	3	2	4	0	0	1	0	0	0	0
821	10/21/2017 10:28	FL	3	2	2	0	0	1	0	0	0	0
826	10/21/2017 10:35	MD	3	2	3	0	0	1	0	0	0	0
827	10/21/2017 10:32	TX	3	2	3	0	0	1	0	0	0	0
834	10/21/2017 10:37	VA	3	2	2	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
673	0	0	1	0	1	0	1	0	0	0	1	1	1
677	0	1	1	0	1	1	1	0	0	0	1	1	1
683	0	1	1	1	1	1	1	0	0	1	1	1	1
684	0	0	1	0	1	0	0	0	0	0	1	1	1
686	0	0	1	1	1	1	0	0	0	0	0	1	1
687	0	1	1	1	1	1	1	0	0	1	0	1	1
689	0	1	1	1	1	1	1	0	0	1	1	1	1
691	0	1	1	1	1	1	0	0	0	1	0	1	1
697	0	1	1	1	1	1	1	0	0	0	0	1	1
699	0	1	1	0	1	1	1	0	0	1	1	1	1
703	0	1	1	0	0	0	1	0	0	0	0	1	1
704	0	0	1	0	1	0	1	0	0	0	0	1	1
708	0	0	1	0	1	0	1	0	0	0	1	1	1
709	0	1	1	1	1	1	0	0	0	0	1	1	1
715	0	1	1	0	0	0	1	0	0	0	1	1	1
721	0	1	1	1	1	0	1	0	0	0	1	1	1
723	0	0	1	0	1	1	1	0	0	0	1	1	1
726	0	1	1	1	1	1	1	0	0	1	1	1	1
733	0	1	1	1	1	1	1	0	0	0	1	1	1
753	0	1	1	1	1	0	1	0	0	1	1	1	1
763	0	1	1	0	1	1	1	0	0	1	1	1	0
768	0	1	1	1	1	1	1	0	0	1	1	1	1
772	0	1	1	0	1	0	1	0	0	0	1	1	1
773	0	0	1	0	1	0	1	0	0	0	0	1	1
779	0	1	1	1	1	1	1	0	0	1	1	1	1
782	0	1	1	1	1	1	1	0	0	1	1	1	1
784	0	1	1	1	1	0	1	0	0	0	0	1	1
792	0	1	1	1	1	1	1	0	0	0	0	1	1
798	0	1	1	1	1	0	1	0	0	1	1	1	1
801	0	1	1	1	1	0	1	0	0	0	0	1	1
803	0	1	1	1	1	0	1	0	0	1	0	1	1
806	0	1	1	0	1	0	1	0	0	1	0	1	1
808	0	1	1	0	1	0	0	0	0	0	1	1	1
810	0	1	1	0	1	1	1	0	0	1	1	1	1
815	0	1	1	1	1	0	1	0	0	1	0	1	1
819	0	1	1	0	1	0	0	0	0	0	0	1	1
821	0	1	1	0	1	1	1	0	0	0	0	1	1
826	0	0	1	0	1	0	1	0	0	1	0	1	1
827	0	0	1	0	1	0	0	0	0	0	0	1	1
834	0	1	1	1	1	1	1	0	0	1	1	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
673	0	0	1	0	0	0	0	2	2	2	2	1	1
677	0	0	1	1	0	0	0	2	2	2	2	1	2
683	0	0	1	1	1	0	0	2	2	2	2	1	2
684	0	0	1	0	0	0	0	2	2	2	2	1	1
686	0	0	1	1	0	0	0	2	2	2	2	1	1
687	0	0	1	1	0	0	0	2	2	2	2	1	2
689	0	0	1	0	0	0	0	2	2	2	2	1	1
691	0	0	1	0	0	0	0	2	2	2	2	1	2
697	0	0	1	1	1	0	0	2	2	2	2	1	1
699	0	0	1	0	0	0	0	2	2	2	2	1	2
703	0	0	1	0	0	0	0	2	2	2	2	1	1
704	0	0	1	1	0	0	0	2	2	2	2	1	1
708	0	0	1	0	0	0	0	2	2	2	2	1	2
709	0	0	1	0	0	0	0	2	2	2	2	1	2
715	0	0	1	1	0	0	0	2	2	2	2	1	1
721	0	0	1	0	0	0	0	2	2	2	2	1	1
723	0	0	1	1	0	0	0	2	2	2	2	1	1
726	0	0	1	1	0	0	0	2	2	2	2	1	1
733	0	0	1	1	0	0	0	2	2	2	2	1	1
753	0	0	1	0	1	0	0	2	2	2	2	1	2
763	0	0	1	1	0	0	0	2	2	2	2	1	2
768	0	0	1	0	0	0	0	2	2	2	2	1	2
772	0	0	1	0	0	0	0	2	2	2	2	1	2
773	0	0	1	0	1	0	0	2	2	2	2	1	1
779	0	0	1	1	0	0	0	2	2	2	2	1	1
782	0	0	1	1	0	0	0	2	2	2	2	1	2
784	0	0	1	0	0	0	0	2	2	2	2	1	1
792	0	0	1	0	0	0	0	2	2	2	2	1	1
798	0	0	1	1	0	0	0	2	2	2	2	1	1
801	0	0	1	0	1	0	0	2	2	2	2	1	1
803	0	0	1	0	0	0	0	2	2	2	2	1	2
806	0	0	1	1	1	0	0	2	2	2	2	1	1
808	0	0	1	1	0	0	0	2	2	2	2	1	2
810	0	0	1	1	0	0	0	2	2	2	2	1	1
815	0	0	1	0	0	0	0	2	2	2	2	1	1
819	0	0	1	0	0	0	0	2	2	2	2	1	1
821	0	0	1	0	0	0	0	2	2	2	2	1	1
826	0	0	1	1	1	0	0	2	2	2	2	1	2
827	0	0	1	0	0	0	0	2	2	2	2	1	2
834	0	0	1	1	0	0	0	2	2	2	2	1	2

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
673	1		3	4	1	1	1	1	1	1	1	1	1
677			5	2	1	2	3	1	1	1	1	1	1
683			4	5	2	2	1	1	1	1	2	1	2
684	2	1	3	4	1	1	1	1	1	1	1	1	1
686	1		5	3	1	1	3	1	1	1	1	1	1
687			5	3	1	1	1	1	1	1	1	1	1
689	1		5	5	1	1	1	1	1	1	1	1	1
691			5	4	2	1	1	1	1	1	2	1	1
697	1		5	1	1	3	3	3	3	1	1	1	1
699			4	3	1	3	2	1	1	1	1	1	1
703	1		5	3	2	1	1	1	1	1	1	1	2
704	1		5	3	3	3	1	1	3	1	1	1	1
708			5	2	1	1	1	1	1	1	1	1	1
709			5	5	2	2	1	2	1	1	1	1	1
715	1		5	4	2	3	2	2	1	1	1	1	1
721	1		5	6	2	2	1	2	1	1	1	1	1
723	1		5	3	1	1	1	1	1	1	1	1	1
726	2	1	5	5	1	1	1	1	1	1	1	1	1
733	1		5	4	1	1	1	2	1	1	1	3	1
753			4	2	2	2	2	2	1	1	1	1	1
763			2	3	2	2	2	2	1	2	1	2	1
768			5	2	2	2	2	2	2	2	2	1	2
772			3	1	1	1	1	1	1	1	1	1	3
773	1		5	3	1	3	3	3	1	1	1	3	1
779	1		5	5	1	1	1	1	1	1	1	3	1
782			5	4	1	2	1	2	1	1	1	2	1
784	1		5	4	1	2	1	2	1	1	1	1	1
792	1		5	5	1	1	1	1	1	1	1	1	1
798	1		5	4	1	1	2	1	1	1	1	1	1
801	1		5	3	1	1	1	1	1	1	1	1	1
803			5	5	2	1	1	1	1	3	1	1	1
806	1		5	3	2	3	1	2	1	1	1	1	1
808			5	3	1	1	1	1	1	1	1	1	1
810	1		4	4	1	1	1	1	1	1	1	1	1
815	1		4	3	1	1	1	1	1	1	1	1	1
819	1		5	4	1	1	1	1	1	1	1	1	1
821	1		5	4	2	2	3	2	1	1	1	1	1
826			5	3	1	2	1	1	1	1	1	1	1
827			5	4	1	1	1	1	1	1	1	1	1
834			5	4	1	1	2	1	1	1	1	2	1



## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
673	1	2	1	2	2	2	2	2	2	0	0	0	0
677	1	1	3	2	2	1	1	1	2	0	0	0	0
683	1	2	2	1	2	1	1	2	2	0	0	1	1
684	2	2	1	2	2	1	2	2	2	0	0	0	1
686	1	1	1	2	2	1	2	2	2	0	0	0	0
687	1	1	3	2	2	1	2	2	2	0	0	0	0
689	1	1	1	2	2	1	1	1	2	1	0	0	0
691	1	1	1	2	2	1	1	2	2	1	0	0	0
697	1	1	2	2	2	1	2	2	2	0	0	0	0
699	1	1	1	2	2	1	2	2	2	0	0	0	1
703	1	1	1	2	2	1	1	2	2	0	0	0	0
704	1	1	2	2	2	2	2	2	2	0	0	0	0
708	1	2	1	2	2	1	1	2	3	0	0	0	1
709	1	2	2	2	2	2	2	2	2	0	0	0	1
715	1	1	1	2	2	2	2	2	2	0	0	0	1
721	1	3	3	2	2	3	2	2	2	0	0	0	0
723	1	1	1	2	2	1	1	1	2	1	0	0	1
726	1	3	1	2	2	1	1	1	3	0	0	0	0
733	1	1	1	2	2	1	2	2	3	0	0	0	1
753	1	1	1	2	2	1	1	2	2	1	0	0	0
763	1	1	1	2	2	2	2	2	2	1	0	0	0
768	2	2	2	2	2	2	2	2	2	0	0	0	0
772	1	1	1	2	2	1	2	2	2	0	0	0	0
773	1	1	3	2	2	1	1	1	2	0	0	0	1
779	1	1	1	2	2	1	1	1	2	1	0	0	1
782	1	1	1	2	2	1	2	1	2	1	0	1	1
784	1	1	1	2	2	1	2	2	2	0	0	0	0
792	1	1	1	2	2	1	1	1	2	0	0	0	0
798	1	1	1	2	2	2	2	2	2	0	0	0	1
801	1	1	1	2	2	1	1	1	2	0	0	0	0
803	1	1	3	2	2	1	2	2	3	1	0	0	0
806	1	1	1	2	2	2	2	2	2	0	0	0	0
808	1	1	2	2	2	2	2	2	2	0	0	0	0
810	1	1	2	2	2	1	1	2	2	1	0	1	1
815	1	1	1	2	2	2	2	2	2	1	0	1	0
819	1	1	1	2	2	1	1	2	2	0	0	0	0
821	1	1	1	2	2	1	2	2	2	1	0	1	1
826	1	1	1	2	2	1	2	2	2	1	0	0	0
827	1	1	2	2	2	1	1	1	2	0	0	0	0
834	1	1	1	2	2	1	1	1	2	1	0	1	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
673	1	1	0	0	0	0	0	0	0	1
677	1	1	1	1	0	0	0	0	0	1
683	1	0	0	1	1	0	0	0	0	1
684	1	1	0	0	0	0	0	0	0	1
686	1	1	1	1	0	1	1	0	0	1
687	1	1	1	1	1	0	1	0	0	1
689	1	1	1	1	0	1	1	0	0	1
691	1	1	1	0	0	0	0	0	0	1
697	1	1	1	1	0	1	0	0	0	1
699	1	1	1	1	0	1	0	0	0	1
703	1	1	1	1	0	1	1	0	0	1
704	1	1	1	0	0	1	0	0	0	1
708	1	1	0	1	0	1	0	0	0	1
709	1	1	1	1	1	1	1	0	0	1
715	1	1	1	1	0	1	1	0	0	1
721	0	0	1	1	0	0	0	0	0	1
723	1	1	0	1	0	1	0	0	0	1
726	1	1	1	1	0	1	0	0	0	1
733	1	1	1	1	0	1	1	0	0	1
753	1	1	1	0	0	0	0	0	0	1
763	1	1	0	1	0	0	1	0	0	1
768	0	0	0	1	0	0	0	0	0	1
772	1	1	1	0	0	0	0	0	0	1
773	1	1	1	1	0	1	0	0	0	1
779	1	1	1	1	1	1	1	0	0	1
782	1	1	1	1	0	1	0	0	0	1
784	1	1	1	1	0	0	0	0	0	1
792	1	1	1	1	0	1	1	0	0	1
798	1	0	0	1	0	1	0	0	0	1
801	1	1	1	1	0	1	1	0	0	1
803	1	1	1	0	0	0	0	0	0	1
806	1	1	1	1	1	1	1	0	0	1
808	1	1	1	1	0	1	1	0	0	1
810	1	1	1	1	1	1	0	0	0	1
815	1	1	1	1	0	1	1	0	0	1
819	1	1	1	1	0	1	1	0	0	1
821	1	1	1	0	1	1	1	0	0	1
826	1	1	1	1	0	1	0	0	0	1
827	1	1	1	1	0	0	0	0	0	1
834	1	1	1	1	0	1	0	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
837	10/21/2017 10:42	OH	2	2	3	0	0	1	0	0	0	0
838	10/21/2017 10:45	FL	3	2	3	0	0	1	0	0	0	0
840	10/21/2017 11:03	GA	3	2	3	0	0	1	0	0	0	0
844	10/21/2017 10:50	FL	3	2	4	0	0	1	0	0	0	0
850	10/21/2017 10:55	CA	4	2	3	1	0	1	1	0	0	0
853	10/21/2017 10:57	AZ	4	2	2	0	0	1	0	1	0	0
856	10/21/2017 10:59	FL	3	2	2	0	0	1	0	0	0	0
859	10/21/2017 11:11	NJ	1	2	2	0	0	1	0	0	0	0
862	10/21/2017 11:12	PA	1	2	4	0	0	1	0	0	0	0
879	10/21/2017 11:29	OR	4	2	2	1	0	1	0	0	0	0
881	10/21/2017 11:30	MS	3	2	3	0	0	1	0	0	0	0
886	10/21/2017 11:41	MI	2	2	3	0	0	1	0	0	0	0
888	10/21/2017 11:36	GA	3	2	3	0	0	1	0	0	0	0
892	10/21/2017 11:40	NY	1	2	2	0	0	1	0	0	0	0
902	10/21/2017 11:51	FL	3	2	4	0	0	1	0	0	0	0
913	10/21/2017 11:50	CA	4	2	2	0	0	1	0	0	0	0
914	10/21/2017 11:54	TX	3	2	3	0	0	1	0	0	0	0
923	10/21/2017 11:56	CA	4	2	2	0	0	1	0	0	0	0
925	10/21/2017 12:01	CA	4	2	3	0	0	1	0	0	0	0
930	10/21/2017 12:12	NY	1	2	2	0	0	1	0	0	0	0
935	10/21/2017 12:14	NJ	1	2	4	0	0	1	0	0	0	0
940	10/21/2017 12:15	NY	1	2	4	0	0	1	0	0	0	0
946	10/21/2017 12:16	IN	2	2	4	0	0	1	0	0	0	0
947	10/21/2017 12:18	OH	2	2	4	0	0	1	0	0	0	0
948	10/21/2017 12:18	SC	3	2	2	0	0	1	0	0	0	0
953	10/21/2017 12:53	GA	3	2	4	0	0	1	0	0	0	0
954	10/21/2017 12:19	AK	4	2	2	0	0	1	0	0	0	0
960	10/21/2017 12:28	VA	3	2	4	0	0	1	0	0	0	0
962	10/21/2017 12:27	GA	3	2	4	0	0	1	0	0	0	0
966	10/21/2017 12:31	PA	1	2	3	0	0	1	0	0	0	0
967	10/21/2017 12:33	TN	3	2	3	0	0	1	0	0	0	0
974	10/21/2017 12:37	CO	4	2	2	0	0	1	0	0	0	0
977	10/21/2017 12:38	NY	1	2	2	0	0	1	0	0	0	0
978	10/21/2017 12:41	NY	1	2	3	0	0	1	0	0	0	0
980	10/21/2017 12:43	FL	3	2	2	0	0	1	0	0	0	0
983	10/21/2017 12:47	OH	2	2	3	0	0	1	0	0	0	0
984	10/21/2017 12:45	NC	3	2	3	0	0	1	0	0	0	0
989	10/21/2017 12:45	CA	4	2	2	0	0	1	0	0	0	0
991	10/21/2017 12:48	NC	3	2	3	0	0	1	0	0	0	0
998	10/21/2017 12:55	NY	1	2	3	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
837	0	1	1	1	1	1	1	0	0	1	1	1	1
838	0	0	1	0	1	0	0	0	0	1	1	1	1
840	0	1	1	0	1	0	1	0	0	1	1	1	1
844	0	1	1	1	1	0	1	0	0	1	1	1	1
850	0	1	1	0	1	1	1	0	0	1	1	1	1
853	0	1	1	0	1	1	1	0	0	0	1	1	1
856	0	1	1	1	1	0	0	0	0	1	1	1	1
859	0	1	1	1	1	0	1	0	0	1	0	1	1
862	0	0	1	1	1	1	1	0	0	0	1	1	1
879	0	1	1	1	1	1	1	0	0	1	0	1	1
881	0	0	1	1	1	0	0	0	0	0	0	1	1
886	0	1	1	1	1	1	1	0	0	1	0	1	1
888	0	0	1	0	1	0	0	0	0	1	1	1	1
892	0	1	1	0	1	0	1	0	0	0	0	1	1
902	0	1	1	1	1	1	1	0	0	1	1	1	1
913	0	1	1	0	1	0	0	0	0	1	1	1	1
914	0	0	1	0	1	0	1	0	0	0	1	1	1
923	0	1	1	1	1	0	0	0	0	0	0	1	0
925	0	0	1	1	1	1	1	0	0	1	1	1	1
930	0	0	1	0	1	0	1	0	0	1	1	1	1
935	0	0	1	0	1	0	1	0	0	1	1	1	1
940	0	1	1	1	1	0	1	0	0	1	1	1	1
946	0	0	1	1	1	1	1	0	0	1	0	1	1
947	0	1	1	1	1	0	1	0	0	1	0	1	1
948	0	1	1	1	1	1	1	0	0	0	1	1	1
953	0	1	1	0	1	1	1	0	0	0	0	1	1
954	0	1	1	1	1	1	1	0	0	0	1	1	1
960	0	0	1	1	1	0	1	0	0	1	0	1	1
962	0	1	1	0	1	1	0	0	0	0	0	1	1
966	0	1	1	0	1	0	1	0	0	1	0	1	1
967	0	1	1	0	1	0	1	0	0	0	1	1	1
974	0	0	1	1	1	0	0	0	0	1	0	1	1
977	0	1	1	1	1	0	1	0	0	1	1	1	1
978	0	1	1	0	1	0	1	0	0	1	1	1	1
980	0	1	1	1	1	0	1	0	0	1	1	1	1
983	0	0	1	0	1	0	1	0	0	0	0	1	1
984	0	1	1	0	1	0	1	0	0	1	0	1	1
989	0	1	1	0	1	0	0	0	0	0	1	1	1
991	0	1	1	1	1	1	1	0	0	1	0	1	1
998	0	1	1	1	1	1	1	0	0	0	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
837	0	0	1	1	1	0	0	2	2	2	2	1	2
838	0	0	1	0	0	0	0	2	2	2	2	1	1
840	0	0	1	0	0	0	0	2	2	2	2	1	2
844	0	0	1	1	0	0	0	2	2	2	2	1	1
850	0	0	1	1	1	0	0	2	2	2	2	1	1
853	0	0	1	1	0	0	0	2	2	2	2	1	1
856	0	0	1	1	0	0	0	2	2	2	2	1	2
859	0	0	1	0	0	0	0	2	2	2	2	1	1
862	0	0	1	0	0	0	0	2	2	2	2	1	1
879	0	0	1	0	0	0	0	2	2	2	2	1	2
881	0	0	1	1	1	0	0	2	2	2	2	1	1
886	0	0	1	0	0	0	0	2	2	2	2	1	1
888	0	0	1	0	1	0	0	2	2	2	2	1	2
892	0	0	1	0	0	0	0	2	2	2	2	1	1
902	0	0	1	0	1	0	0	2	2	2	2	1	1
913	0	0	1	0	0	0	0	2	2	2	2	1	2
914	0	0	1	0	0	0	0	2	2	2	2	1	1
923	0	0	1	0	1	0	0	2	2	2	2	1	1
925	0	0	1	0	0	0	0	2	2	2	2	1	1
930	0	0	1	0	0	0	0	2	2	2	2	1	2
935	0	0	1	1	0	0	0	2	2	2	2	1	1
940	0	0	1	1	0	0	0	2	2	2	2	1	1
946	0	0	1	0	0	0	0	2	2	2	2	1	1
947	0	0	1	0	0	0	0	2	2	2	2	1	1
948	0	0	1	1	1	0	0	2	2	2	2	1	2
953	0	0	1	0	0	0	0	2	2	2	2	1	2
954	0	0	1	1	0	0	0	2	2	2	2	1	1
960	0	0	1	0	1	0	0	2	2	2	2	1	1
962	0	0	1	1	1	0	0	2	2	2	2	1	1
966	0	0	1	0	0	0	0	2	2	2	2	1	1
967	0	0	1	0	0	0	0	2	2	2	2	1	1
974	0	0	1	0	0	0	0	2	2	2	2	1	2
977	0	0	1	0	0	0	0	2	2	2	2	1	1
978	0	0	1	0	0	0	0	2	2	2	2	1	2
980	0	0	1	1	1	0	0	2	2	2	2	1	2
983	0	0	1	1	0	0	0	2	2	2	2	1	2
984	0	0	1	1	1	0	0	2	2	2	2	1	1
989	0	0	1	1	0	0	0	2	2	2	2	1	1
991	0	0	1	0	0	0	0	2	2	2	2	1	1
998	0	0	1	1	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
837			4	5	1	2	1	1	1	1	1	1	1
838	1		5	4	1	2	1	2	1	1	1	1	1
840			5	4	2	2	1	1	1	1	1	1	1
844	1		5	3	1	1	2	1	1	1	1	1	1
850	2	1	5	5	1	1	1	1	1	1	1	1	1
853	1		2	2	1	1	1	1	1	1	1	1	1
856			5	4	1	1	1	1	1	1	1	1	2
859	1		3	6	2	1	1	1	3	2	1	1	2
862	2	1	5	4	2	1	1	1	1	1	1	1	1
879			3	2	1	1	1	1	1	1	1	1	1
881	1		5	4	1	1	1	1	1	1	1	1	1
886	1		5	1	1	1	1	1	1	1	1	1	1
888			5	3	3	1	1	1	1	1	1	1	1
892	1		5	4	1	1	1	1	1	1	1	2	1
902	1		4	3	1	1	1	1	1	3	1	1	1
913			4	6	1	1	1	1	1	1	1	1	1
914	1		5	4	1	1	1	1	1	1	1	1	1
923	1		3	5	2	1	1	1	1	1	1	2	1
925	1		4	3	1	1	1	1	1	1	1	1	1
930			4	3	2	2	1	1	1	1	1	1	1
935	1		5	4	2	2	2	2	2	2	2	2	2
940	1		5	3	1	1	1	1	1	1	1	1	1
946	1		5	4	2	1	1	1	1	1	1	1	1
947	1		4	5	3	3	3	3	1	1	1	1	1
948			5	3	1	1	1	2	1	1	1	1	1
953			4	3	1	3	1	1	1	3	1	1	1
954	2	1	5	5	1	1	1	1	1	1	2	2	1
960	1		5	3	2	2	2	2	1	1	1	1	1
962	1		4	3	2	1	1	1	1	1	1	1	1
966	1		5	4	2	1	1	1	1	1	1	1	1
967	1		6	3	1	1	1	1	1	1	1	1	1
974			5	3	1	1	1	1	1	2	1	1	1
977	1		5	1	1	1	1	1	1	1	1	1	1
978			5	4	1	1	1	1	1	1	1	1	1
980			5	5	2	1	1	1	1	1	1	1	1
983			4	4	1	2	1	1	1	1	1	1	1
984	1		5	1	1	1	1	1	1	1	1	1	1
989	1		2	3	1	1	1	1	1	1	1	1	1
991	1		5	4	2	2	2	2	1	2	1	2	1
998	2	1	5	4	2	2	2	2	1	1	1	3	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
837	1	2	1	2	2	1	2	2	2	1	0	1	1
838	1	1	1	2	2	1	2	2	2	1	0	0	0
840	1	1	1	2	2	1	1	2	2	1	0	0	1
844	1	1	1	2	2	2	2	2	2	1	0	0	0
850	1	1	1	2	2	1	1	1	2	1	0	1	1
853	1	1	1	2	2	1	2	2	2	0	0	0	1
856	1	1	1	2	2	1	1	1	3	0	0	0	0
859	1	1	3	1	2	2	1	1	2	1	1	0	0
862	1	1	3	2	2	1	1	1	2	0	0	0	1
879	3	1	1	2	2	1	1	1	2	1	0	1	0
881	1	1	1	3	2	1	1	1	2	0	0	0	0
886	1	1	2	2	2	1	1	2	3	1	0	0	0
888	1	1	2	2	2	1	1	3	2	0	0	0	1
892	1	2	2	2	2	1	2	1	2	0	0	1	0
902	1	1	3	2	2	1	1	1	2	1	0	0	0
913	1	1	1	1	2	1	2	2	2	1	0	0	1
914	1	1	2	2	2	1	1	1	3	0	0	0	1
923	2	2	1	2	2	2	2	1	2	0	0	1	1
925	1	3	1	2	2	2	2	2	3	1	0	0	1
930	1	1	1	2	2	1	1	2	2	0	0	0	0
935	2	2	2	2	2	2	2	2	2	1	0	0	0
940	1	1	3	2	2	1	1	3	2	1	0	0	0
946	1	1	1	2	2	2	1	1	2	1	0	0	0
947	1	1	1	2	3	2	2	2	3	1	0	0	0
948	1	2	2	2	2	1	1	2	2	0	0	0	1
953	2	3	1	2	2	2	2	2	3	0	0	0	0
954	1	1	2	2	2	1	1	1	2	0	0	0	1
960	1	1	2	2	2	2	2	2	2	0	0	1	0
962	1	1	1	2	2	1	2	2	2	1	0	0	0
966	1	1	2	2	2	1	2	2	2	1	0	0	0
967	1	1	2	2	2	1	1	2	3	0	0	0	0
974	1	1	2	2	2	1	2	2	2	0	0	0	0
977	2	2	1	2	2	1	1	2	2	0	0	0	1
978	1	1	1	2	2	1	1	1	2	1	0	0	1
980	1	1	1	2	2	1	1	1	3	1	0	0	1
983	1	1	1	2	2	2	2	2	2	0	0	0	0
984	1	3	1	2	2	1	1	1	2	0	0	0	1
989	1	1	1	2	2	1	1	2	2	0	0	0	0
991	1	2	1	2	2	2	2	2	2	1	1	1	0
998	1	1	1	2	2	2	2	2	2	0	0	0	1

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
837	1	1	1	1	1	1	1	0	0	1
838	1	1	0	0	0	1	0	0	0	1
840	1	1	1	1	1	1	0	0	0	1
844	1	1	1	1	0	1	0	0	0	1
850	1	1	1	1	1	0	0	0	0	1
853	1	1	1	1	0	1	0	0	0	1
856	1	1	1	1	0	1	1	0	0	1
859	1	1	1	0	0	0	0	0	0	1
862	1	1	1	1	0	0	1	0	0	1
879	1	1	1	1	0	1	1	0	0	1
881	1	1	1	0	0	0	0	0	0	1
886	0	1	1	0	0	1	0	0	0	1
888	1	1	1	1	0	1	0	0	0	1
892	1	1	1	1	0	1	0	0	0	1
902	1	1	1	0	1	0	0	0	0	1
913	1	1	0	0	0	1	1	0	0	1
914	1	1	1	1	0	1	1	0	0	1
923	1	0	0	0	0	0	0	0	0	1
925	1	1	1	1	0	0	0	0	0	1
930	0	0	1	1	0	1	0	0	0	1
935	1	1	1	1	0	1	1	0	0	1
940	1	1	1	0	0	0	0	0	0	1
946	1	1	1	1	0	1	1	0	0	1
947	1	1	0	0	0	0	0	0	0	1
948	1	1	1	1	1	1	0	0	0	1
953	1	1	1	0	0	0	1	0	0	1
954	1	0	1	0	0	0	0	0	0	1
960	1	1	1	1	0	0	0	0	0	1
962	1	1	1	1	0	0	1	0	0	1
966	1	1	1	1	0	1	1	0	0	1
967	1	1	1	1	0	0	0	0	0	1
974	1	1	1	1	1	0	0	0	0	1
977	1	1	0	1	0	1	0	0	0	1
978	1	1	1	1	0	1	1	0	0	1
980	1	1	1	1	1	1	0	0	0	1
983	1	1	0	1	0	1	1	0	0	1
984	1	1	1	0	0	0	0	0	0	1
989	1	1	1	1	0	1	0	0	0	1
991	1	1	1	1	0	1	1	0	0	1
998	1	1	1	1	0	1	1	0	0	1



## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
1000	10/21/2017 12:58	CT	1	2	2	0	1	1	0	0	0	0
1005	10/21/2017 13:03	SC	3	2	3	0	0	1	0	0	0	0
1009	10/21/2017 13:06	CA	4	2	3	0	0	1	0	0	0	0
1011	10/21/2017 13:10	TX	3	2	3	0	0	1	0	0	0	0
1014	10/21/2017 13:11	LA	3	2	3	0	0	1	0	0	0	0
1018	10/21/2017 13:19	CT	1	2	3	0	0	1	0	0	0	0
1028	10/21/2017 13:20	NC	3	2	3	0	0	1	0	0	0	0
1037	10/21/2017 13:28	GA	3	2	4	0	0	1	0	0	0	0
1039	10/21/2017 13:25	SC	3	2	3	0	0	1	0	0	0	0
1047	10/21/2017 13:33	WA	4	2	3	0	0	1	1	0	0	0
1048	10/21/2017 14:18	AR	3	2	3	0	0	1	0	0	0	0
1050	10/21/2017 13:36	IL	2	2	2	0	0	1	0	0	0	0
1055	10/21/2017 13:39	FL	3	2	4	0	0	1	0	0	0	0
1057	10/21/2017 13:39	DE	3	2	2	0	0	1	0	0	0	0
1063	10/21/2017 13:46	TX	3	2	4	0	0	1	0	0	0	0
1071	10/21/2017 13:54	MD	3	2	4	0	0	1	0	0	0	0
1073	10/21/2017 13:56	FL	3	2	3	0	0	1	0	0	0	0
1074	10/21/2017 13:54	LA	3	2	4	0	0	1	0	0	0	0
1076	10/21/2017 13:58	VA	3	2	3	0	0	1	0	0	0	0
1077	10/21/2017 14:16	OH	2	2	3	0	0	1	0	0	0	0
1078	10/21/2017 14:09	NY	1	2	2	0	0	1	0	0	0	0
1092	10/21/2017 14:23	CA	4	2	3	0	0	1	0	0	0	0
1093	10/21/2017 14:27	NY	1	2	3	0	0	1	0	0	0	0
1094	10/21/2017 14:26	CA	4	2	3	0	0	1	0	0	0	0
1095	10/21/2017 14:27	MD	3	2	4	0	0	1	0	0	0	0
1102	10/21/2017 14:30	NC	3	2	3	0	0	1	0	0	0	0
1108	10/21/2017 14:34	TX	3	2	3	0	0	1	0	0	0	0
1110	10/21/2017 14:39	PA	1	2	3	0	0	1	0	0	0	0
1111	10/21/2017 14:42	SC	3	2	3	0	0	1	0	0	0	0
1118	10/21/2017 14:44	IL	2	2	3	0	0	1	0	0	0	0
1122	10/21/2017 14:53	MA	1	2	3	0	0	1	0	0	0	0
1136	10/21/2017 15:06	FL	3	2	4	0	0	1	0	0	0	0
1137	10/21/2017 15:13	GA	3	2	4	0	0	1	0	0	0	0
1140	10/21/2017 15:11	LA	3	2	3	0	0	1	0	0	0	0
1141	10/21/2017 15:18	SC	3	2	3	0	0	1	0	0	0	0
1143	10/21/2017 15:15	SC	3	2	2	0	0	1	0	0	0	0
1148	10/21/2017 15:16	NY	1	2	4	0	0	1	0	0	0	0
1149	10/21/2017 15:17	PA	1	2	4	0	0	1	0	0	0	0
1154	10/21/2017 15:21	WI	2	2	3	0	0	1	0	0	0	0
1174	10/21/2017 15:33	CA	4	2	2	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
1000	0	1	1	1	1	1	1	0	0	1	1	1	1
1005	0	1	1	1	1	0	1	0	0	1	1	1	1
1009	0	1	1	1	1	0	1	0	0	1	1	1	1
1011	0	1	1	1	1	1	1	0	0	0	0	1	1
1014	0	1	1	0	0	1	0	0	0	1	0	1	1
1018	0	1	1	0	1	0	1	0	0	1	1	1	1
1028	0	1	1	1	1	0	1	0	0	1	0	1	1
1037	0	1	1	0	1	1	1	0	0	1	1	1	1
1039	0	1	1	1	1	0	1	0	0	1	0	1	1
1047	0	1	1	1	1	1	1	0	0	1	0	1	1
1048	0	1	1	0	1	0	0	0	0	1	1	1	1
1050	0	0	1	0	1	0	1	0	0	1	1	1	1
1055	0	1	1	1	1	0	0	0	0	0	0	1	0
1057	0	1	1	0	1	1	1	0	0	0	0	1	1
1063	0	0	1	0	1	0	1	0	0	1	0	1	0
1071	0	1	1	1	1	0	1	0	0	0	0	1	1
1073	0	1	1	1	1	1	1	0	0	1	1	1	1
1074	0	0	1	1	1	0	1	0	0	0	0	1	1
1076	0	1	1	0	1	1	1	0	0	0	0	1	1
1077	0	0	1	0	1	0	1	0	0	0	1	1	1
1078	0	1	1	0	1	0	0	0	0	0	1	1	1
1092	0	1	1	1	1	1	1	0	0	0	0	1	1
1093	0	1	1	1	1	0	1	0	0	1	1	1	1
1094	0	1	1	1	1	0	0	0	0	0	1	1	1
1095	0	1	1	0	1	0	1	0	0	0	0	1	1
1102	0	1	1	0	0	0	1	0	0	0	0	1	1
1108	0	0	1	0	1	0	0	0	0	0	1	1	1
1110	0	0	1	0	1	1	0	0	0	1	1	1	1
1111	0	1	1	0	1	0	1	0	0	0	1	1	1
1118	0	1	1	1	1	1	1	0	0	1	1	1	1
1122	0	1	1	1	1	0	0	0	0	1	1	1	1
1136	0	1	1	0	1	0	0	0	0	1	0	1	1
1137	0	1	1	1	1	1	1	0	0	0	1	1	1
1140	0	1	1	1	1	0	1	0	0	0	0	1	1
1141	0	1	1	1	1	0	0	0	0	1	1	1	1
1143	0	1	1	1	1	1	1	0	0	0	0	1	1
1148	0	0	1	1	1	0	1	0	0	0	0	1	1
1149	0	0	1	0	1	0	0	0	0	1	0	1	1
1154	0	1	1	1	1	1	1	0	0	1	1	1	1
1174	0	0	1	0	1	0	0	0	0	0	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
1000	0	0	1	1	1	0	0	2	2	2	2	1	2
1005	0	0	1	0	1	0	0	2	2	2	2	1	2
1009	0	0	1	0	0	0	0	2	2	2	2	1	2
1011	0	0	1	0	0	0	0	2	2	2	2	1	1
1014	0	0	1	0	0	0	0	2	2	2	2	1	1
1018	0	0	1	0	1	0	0	2	2	2	2	1	2
1028	0	0	1	1	0	0	0	2	2	2	2	1	2
1037	0	0	1	1	0	0	0	2	2	2	2	1	1
1039	0	0	1	1	0	0	0	2	2	2	2	1	2
1047	0	0	1	0	0	0	0	2	2	2	2	1	1
1048	0	0	1	0	0	0	0	2	2	2	2	1	1
1050	0	0	1	1	0	0	0	2	2	2	2	1	1
1055	0	0	1	0	0	0	0	2	2	2	2	1	2
1057	0	0	1	1	1	0	0	2	2	2	2	1	1
1063	0	0	1	0	0	0	0	2	2	2	2	1	2
1071	0	0	1	1	0	0	0	2	2	2	2	1	2
1073	0	0	1	1	0	0	0	2	2	2	2	1	2
1074	0	0	1	0	0	0	0	2	2	2	2	1	2
1076	0	0	1	0	0	0	0	2	2	2	2	1	1
1077	0	0	1	0	0	0	0	2	2	2	2	1	1
1078	0	0	1	0	1	0	0	2	2	2	2	1	2
1092	0	0	1	0	0	0	0	2	2	2	2	1	2
1093	0	0	1	0	0	0	0	2	2	2	2	1	1
1094	0	0	1	0	0	0	0	2	2	2	2	1	2
1095	0	0	1	1	1	0	0	2	2	2	2	1	2
1102	0	0	1	1	0	0	0	2	2	2	2	1	2
1108	0	0	1	1	0	0	0	2	2	2	2	1	1
1110	0	0	1	0	0	0	0	2	2	2	2	1	1
1111	0	0	1	0	0	0	0	2	2	2	2	1	1
1118	0	0	1	1	1	0	0	2	2	2	2	1	1
1122	0	0	1	0	0	0	0	2	2	2	2	1	1
1136	0	0	1	1	0	0	0	2	2	2	2	1	1
1137	0	0	1	1	1	0	0	2	2	2	2	1	1
1140	0	0	1	0	0	0	0	2	2	2	2	1	1
1141	0	0	1	0	0	0	0	2	2	2	2	1	1
1143	0	0	1	1	0	0	0	2	2	2	2	1	2
1148	0	0	1	0	0	0	0	2	2	2	2	1	1
1149	0	0	1	1	0	0	0	2	2	2	2	1	1
1154	0	0	1	1	1	0	0	2	2	2	2	1	2
1174	0	0	1	0	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
1000			4	3	1	1	1	1	1	1	1	1	1
1005			5	4	1	1	1	1	1	1	1	1	1
1009			5	3	1	2	1	1	1	1	1	1	1
1011	2	1	5	4	2	2	1	2	1	1	1	1	1
1014	1		5	4	1	1	1	2	1	1	1	1	1
1018			5	1	3	1	1	1	1	1	1	1	1
1028			5	5	1	1	1	1	1	1	1	1	1
1037	1		2	2	1	1	1	3	1	1	1	1	1
1039			5	5	1	1	1	1	1	1	1	1	1
1047	1		5	2	1	1	1	1	1	1	1	1	1
1048	1		6	4	1	3	1	1	1	1	1	1	1
1050	1		5	2	3	2	1	1	1	1	1	1	1
1055			3	3	2	2	2	1	1	1	1	1	1
1057	1		5	5	1	1	1	1	1	1	1	1	1
1063			4	7	1	1	1	1	1	1	1	1	1
1071			5	3	2	2	1	1	1	1	1	1	1
1073			5	4	1	1	1	1	1	1	2	1	1
1074			4	4	1	3	1	1	1	1	1	3	1
1076	1		5	1	1	1	1	1	1	1	1	1	1
1077	1		5	4	1	1	1	1	1	1	1	1	1
1078			5	3	1	1	1	1	1	1	1	1	1
1092			5	4	1	1	1	1	1	1	1	1	1
1093	1		5	5	1	2	1	1	1	1	1	1	1
1094			5	4	1	2	1	1	1	1	1	2	1
1095			5	4	2	1	1	1	1	2	1	1	1
1102			5	3	1	1	1	1	1	1	1	1	1
1108	1		5	3	1	1	1	1	1	1	1	1	1
1110	1		5	3	1	1	1	1	1	2	1	1	1
1111	1		5	4	1	1	1	1	1	1	1	1	1
1118	1		5	5	1	2	1	2	1	1	1	1	1
1122	2	1	5	3	1	1	1	1	1	1	1	1	1
1136	1		3	4	2	2	1	1	1	1	1	1	1
1137	1		5	5	1	2	1	2	1	1	1	1	1
1140	1		5	4	1	1	1	1	1	1	1	1	1
1141	1		5	4	1	1	1	1	1	1	1	1	1
1143			4	5	2	2	2	2	1	1	1	1	1
1148	1		5	3	2	2	1	1	1	1	1	1	1
1149	1		3	5	1	1	1	1	1	1	1	1	1
1154			5	5	1	1	1	1	1	1	1	1	1
1174	1		5	3	1	1	1	1	1	1	1	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
1000	1	1	3	2	2	1	1	2	2	1	0	0	0
1005	1	1	3	2	2	1	2	2	2	0	0	0	1
1009	1	1	1	2	2	1	1	1	2	0	0	0	1
1011	1	1	1	2	2	2	2	2	2	0	0	0	0
1014	1	1	3	2	2	1	2	2	2	1	1	0	0
1018	1	2	2	2	2	1	3	3	2	1	0	0	1
1028	1	3	1	2	2	1	1	1	2	1	0	0	0
1037	1	2	2	2	2	1	3	2	2	0	0	0	0
1039	1	1	1	2	2	1	1	1	2	0	0	0	0
1047	1	1	2	2	2	2	1	1	2	0	0	0	0
1048	1	1	1	2	2	1	2	2	2	1	0	0	0
1050	1	1	3	2	2	1	3	2	2	0	0	0	1
1055	1	2	1	2	2	2	2	1	2	0	0	0	0
1057	1	1	1	2	2	1	2	2	2	0	0	0	0
1063	1	3	3	2	2	2	3	3	2	0	0	0	0
1071	1	1	1	2	2	2	2	2	2	0	0	0	0
1073	1	1	1	2	2	2	1	1	2	0	0	0	0
1074	1	1	3	2	2	1	2	2	2	0	0	0	0
1076	1	1	3	2	2	1	2	2	2	0	0	0	0
1077	1	1	3	2	2	1	1	1	2	0	0	0	1
1078	1	1	1	2	2	1	1	2	2	0	0	0	0
1092	1	1	2	2	2	1	2	2	2	0	0	0	0
1093	2	2	1	2	2	1	1	2	2	1	0	0	1
1094	1	1	1	2	2	1	2	2	2	1	1	0	0
1095	1	1	1	2	2	1	1	2	3	0	0	0	0
1102	1	1	1	1	1	2	2	2	2	1	0	0	0
1108	1	1	1	2	2	1	2	2	2	0	0	0	1
1110	1	1	1	2	2	1	1	1	2	1	0	0	1
1111	1	1	3	2	2	1	1	2	2	0	0	0	0
1118	1	1	1	2	2	2	2	2	2	1	0	1	1
1122	1	1	1	2	2	1	1	1	2	0	0	0	1
1136	1	2	1	2	2	2	2	2	2	1	0	0	0
1137	1	1	1	2	2	2	2	2	3	0	0	0	0
1140	1	1	1	2	2	1	1	1	3	0	0	0	0
1141	1	2	3	2	2	1	1	1	2	0	0	0	1
1143	1	1	1	2	2	1	2	2	2	0	0	0	0
1148	1	1	2	2	2	2	2	2	2	1	0	0	0
1149	1	1	1	2	2	1	1	2	2	1	0	0	1
1154	1	1	1	2	2	1	2	2	2	1	1	1	1
1174	1	1	3	2	2	1	1	2	2	0	0	0	1

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
1000	1	1	1	1	0	1	1	0	0	1
1005	1	1	1	1	0	1	1	0	0	1
1009	1	1	1	1	1	1	1	0	0	1
1011	1	1	1	0	0	1	1	0	0	1
1014	1	1	1	1	0	1	1	0	0	1
1018	1	1	1	1	0	1	1	0	0	1
1028	1	1	1	0	1	0	1	0	0	1
1037	1	1	0	0	0	0	0	0	0	1
1039	1	1	0	0	0	0	1	0	0	1
1047	1	1	1	1	1	1	1	0	0	1
1048	1	1	1	1	0	1	1	0	0	1
1050	1	1	1	1	0	0	0	0	0	1
1055	1	1	1	0	0	0	0	0	0	1
1057	1	1	1	1	0	1	0	0	0	1
1063	0	0	1	0	0	0	0	0	0	1
1071	1	1	1	1	0	1	1	0	0	1
1073	1	1	1	0	0	1	0	0	0	1
1074	1	0	1	0	0	0	0	0	0	1
1076	1	1	1	0	0	0	0	0	0	1
1077	1	1	1	0	0	1	0	0	0	1
1078	1	1	1	0	0	1	0	0	0	1
1092	1	1	1	1	0	0	0	0	0	1
1093	1	1	1	1	0	1	1	0	0	1
1094	1	1	0	1	1	1	1	0	0	1
1095	1	1	1	1	1	0	1	0	0	1
1102	1	1	1	1	0	1	0	0	0	1
1108	1	1	1	1	0	1	1	0	0	1
1110	1	1	1	0	0	1	0	0	0	1
1111	1	1	1	1	0	1	0	0	0	1
1118	1	1	1	1	1	1	1	0	0	1
1122	1	1	1	1	1	0	0	0	0	1
1136	1	1	1	1	0	0	1	0	0	1
1137	1	1	1	0	0	0	0	0	0	1
1140	1	1	1	1	0	1	0	0	0	1
1141	1	1	0	0	0	0	0	0	0	1
1143	1	1	1	1	0	1	1	0	0	1
1148	1	1	0	0	0	0	0	0	0	1
1149	1	1	1	1	0	1	1	0	0	1
1154	1	1	1	1	1	1	1	0	0	1
1174	1	1	1	1	0	1	0	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
1187	10/21/2017 15:54	GA	3	2	3	0	0	1	0	0	0	0
1192	10/21/2017 15:44	AL	3	2	3	0	0	1	0	0	0	0
1198	10/21/2017 15:46	IL	2	2	3	0	0	1	0	0	0	0
1199	10/21/2017 15:45	VA	3	2	4	0	0	1	0	0	0	0
1202	10/21/2017 15:51	MA	1	2	3	0	0	1	0	0	0	0
1204	10/21/2017 15:51	LA	3	2	3	0	0	1	0	0	0	0
1206	10/22/2017 2:07	CA	4	2	2	0	0	1	0	0	0	0
1207	10/22/2017 2:13	SC	3	2	2	0	0	1	0	0	0	0
1209	10/22/2017 2:15	NV	4	2	3	0	0	1	0	0	0	0
1210	10/22/2017 2:15	TX	3	2	2	0	0	1	0	0	0	0
1214	10/22/2017 2:33	RI	1	2	2	1	0	1	0	0	0	0
1231	10/22/2017 4:59	NC	3	2	3	0	0	1	0	0	0	0
1234	10/22/2017 5:17	AR	3	2	3	0	0	1	0	0	0	0
1235	10/22/2017 5:18	FL	3	2	3	0	0	1	0	0	0	0
1239	10/22/2017 5:41	PA	1	2	3	0	0	1	0	0	0	0
1262	10/22/2017 7:10	VA	3	2	3	0	0	1	0	0	0	0
1272	10/22/2017 7:37	NV	4	2	4	0	0	1	0	0	0	0
1281	10/22/2017 7:41	SC	3	2	3	0	0	1	0	0	0	0
1284	10/22/2017 7:45	LA	3	2	3	0	0	1	0	0	0	0
1285	10/22/2017 7:41	GA	3	2	3	0	0	1	0	0	0	0
1286	10/22/2017 7:44	IL	2	2	4	0	0	1	0	0	0	0
1289	10/22/2017 7:45	CA	4	2	3	0	0	1	0	0	0	0
1298	10/22/2017 7:54	NJ	1	2	3	0	0	1	0	0	0	0
1302	10/22/2017 8:01	GA	3	2	2	0	0	1	0	0	0	0
1303	10/22/2017 7:54	OH	2	2	3	0	0	1	0	0	0	0
1304	10/22/2017 7:56	NY	1	2	2	0	0	1	0	0	0	0
1305	10/22/2017 7:59	VA	3	2	2	0	0	1	0	0	0	0
1311	10/22/2017 8:16	KY	3	2	4	0	0	1	0	0	0	0
1314	10/22/2017 8:13	SC	3	2	2	0	0	1	0	0	0	0
1323	10/22/2017 8:22	WV	3	2	3	0	0	1	0	0	0	0
1328	10/22/2017 8:28	IN	2	2	3	0	0	1	0	0	0	0
1336	10/22/2017 8:43	MI	2	2	3	0	0	1	0	0	0	0
1342	10/22/2017 8:39	DE	3	2	4	0	0	1	0	0	0	0
1343	10/22/2017 8:38	MS	3	2	2	0	0	1	0	0	0	0
1347	10/22/2017 8:39	CA	4	2	3	0	0	1	0	0	0	0
1358	10/22/2017 8:50	PA	1	2	2	0	0	1	0	0	0	0
1364	10/22/2017 9:03	OH	2	2	3	0	0	1	0	0	0	0
1365	10/22/2017 9:01	AR	3	2	2	0	0	1	0	0	0	0
1366	10/22/2017 9:02	MI	2	2	2	0	0	1	0	0	0	0
1368	10/22/2017 9:02	FL	3	2	3	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
1187	0	1	1	0	1	0	1	0	0	1	1	1	1
1192	0	1	1	0	1	0	0	0	0	0	0	1	1
1198	0	1	1	0	1	0	1	0	0	0	1	1	1
1199	0	1	1	1	1	1	1	0	0	1	0	1	1
1202	0	1	1	0	1	0	1	0	0	0	0	1	1
1204	0	1	1	1	1	0	1	0	0	0	0	1	0
1206	0	1	1	0	1	0	0	0	0	0	0	1	1
1207	0	1	1	0	1	0	1	0	0	1	1	1	0
1209	0	1	1	1	1	1	1	0	0	1	1	1	1
1210	0	1	1	1	1	1	0	0	0	0	1	1	1
1214	0	1	1	0	1	0	1	0	0	0	0	1	1
1231	0	0	1	0	1	0	0	0	0	0	0	1	1
1234	0	1	1	1	1	1	1	0	0	0	1	1	1
1235	0	0	1	1	0	1	0	0	0	0	1	1	1
1239	0	1	1	1	0	0	0	0	0	1	0	1	1
1262	0	0	1	0	1	0	1	0	0	1	0	1	1
1272	0	1	1	1	1	1	1	0	0	1	0	1	1
1281	0	1	1	0	1	1	1	0	0	1	1	1	1
1284	0	1	1	1	1	0	1	0	0	1	0	1	1
1285	0	1	1	0	1	0	1	0	0	1	1	1	1
1286	0	1	1	0	1	0	1	0	0	1	1	1	1
1289	0	1	1	0	1	0	1	0	0	1	1	1	1
1298	0	1	1	0	1	0	1	0	0	1	0	1	1
1302	0	1	1	0	1	1	1	0	0	0	1	1	1
1303	0	1	1	0	1	1	0	0	0	1	0	1	1
1304	0	1	1	1	1	1	1	0	0	1	1	1	1
1305	0	1	1	1	1	0	1	0	0	1	0	1	1
1311	0	0	1	1	1	0	0	0	0	0	0	1	1
1314	0	1	1	1	1	1	0	0	0	1	1	1	1
1323	0	1	1	1	1	0	1	0	0	1	0	1	1
1328	0	1	1	0	1	1	1	0	0	0	1	1	1
1336	0	1	1	1	1	1	1	0	0	1	1	1	1
1342	0	1	1	1	1	1	1	0	0	1	0	1	1
1343	0	0	1	1	1	0	1	0	0	1	0	1	1
1347	0	1	1	0	1	0	0	0	0	1	1	1	1
1358	0	1	1	0	1	0	1	0	0	1	1	1	1
1364	0	1	1	1	1	0	1	0	0	0	0	1	1
1365	0	1	1	0	1	0	0	0	0	0	1	1	1
1366	0	1	1	1	1	1	1	0	0	0	1	1	1
1368	0	1	1	1	1	1	1	0	0	1	1	1	1



## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
1187	0	0	1	1	1	0	0	2	2	2	2	1	2
1192	0	0	1	0	0	0	0	2	2	2	2	1	1
1198	0	0	1	0	0	0	0	2	2	2	2	1	1
1199	0	0	1	0	0	0	0	2	2	2	2	1	2
1202	0	0	1	1	0	0	0	2	2	2	2	1	1
1204	0	0	1	0	0	0	0	2	2	2	2	1	1
1206	0	0	1	1	0	0	0	2	2	2	2	1	2
1207	0	0	1	0	0	0	0	2	2	2	2	1	1
1209	0	0	1	1	1	0	0	2	2	2	2	1	2
1210	0	0	1	0	0	0	0	2	2	2	2	1	2
1214	0	0	1	0	0	0	0	2	2	2	2	1	2
1231	0	0	1	1	0	0	0	2	2	2	2	1	2
1234	0	0	1	1	1	0	0	2	2	2	2	1	1
1235	0	0	1	0	0	0	0	2	2	2	2	1	1
1239	0	0	1	0	0	0	0	2	2	2	2	1	1
1262	0	0	1	0	0	0	0	2	2	2	2	1	2
1272	0	0	1	0	0	0	0	2	2	2	2	1	1
1281	0	0	1	1	0	0	0	2	2	2	2	1	2
1284	0	0	1	0	0	0	0	2	2	2	2	1	2
1285	0	0	1	0	0	0	0	2	2	2	2	1	1
1286	0	0	1	0	0	0	0	2	2	2	2	1	2
1289	0	0	1	1	0	0	0	2	2	2	2	1	1
1298	0	0	1	0	0	0	0	2	2	2	2	1	1
1302	0	0	1	1	1	0	0	2	2	2	2	1	1
1303	0	0	1	1	0	0	0	2	2	2	2	1	2
1304	0	0	1	0	0	0	0	2	2	2	2	1	2
1305	0	0	1	1	0	0	0	2	2	2	2	1	2
1311	0	0	1	1	0	0	0	2	2	2	2	1	1
1314	0	0	1	0	0	0	0	2	2	2	2	1	1
1323	0	0	1	0	1	0	0	2	2	2	2	1	2
1328	0	0	1	0	1	0	0	2	2	2	2	1	2
1336	0	0	1	1	1	0	0	2	2	2	2	1	2
1342	0	0	1	0	0	0	0	2	2	2	2	1	1
1343	0	0	1	0	0	0	0	2	2	2	2	1	2
1347	0	0	1	0	0	0	0	2	2	2	2	1	1
1358	0	0	1	0	0	0	0	2	2	2	2	1	2
1364	0	0	1	0	0	0	0	2	2	2	2	1	1
1365	0	0	1	1	0	0	0	2	2	2	2	1	1
1366	0	0	1	1	0	0	0	2	2	2	2	1	1
1368	0	0	1	1	0	0	0	2	2	2	2	1	2

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
1187			5	5	1	1	1	1	1	1	1	1	1
1192	2	1	5	3	1	1	1	1	1	1	1	1	1
1198	2	1	5	1	1	1	1	1	1	1	1	1	1
1199			5	4	1	2	2	2	1	1	1	1	1
1202	1		5	4	1	1	1	1	1	3	1	1	1
1204	1		5	5	1	2	1	1	3	1	1	1	1
1206			5	1	1	1	1	1	1	1	1	2	1
1207	1		4	3	1	1	1	2	3	3	1	1	1
1209			5	4	1	3	1	1	1	2	1	1	1
1210			3	3	1	1	2	1	1	1	1	1	1
1214			5	3	1	1	1	1	1	1	1	1	1
1231			5	4	2	2	1	2	1	1	1	1	1
1234	1		5	5	1	1	1	1	1	1	1	1	1
1235	1		5	4	1	2	1	1	1	1	1	1	1
1239	2	1	5	5	1	1	1	1	1	1	1	1	1
1262			5	2	2	2	2	1	1	2	1	2	2
1272	1		5	5	3	1	1	1	1	2	1	1	1
1281			5	3	1	1	1	1	1	1	1	1	1
1284			5	4	1	1	1	1	1	1	1	1	1
1285	1		5	4	1	1	1	1	2	1	1	1	1
1286			3	3	1	1	1	1	1	1	1	1	1
1289	2	1	5	4	2	2	2	1	1	1	1	1	1
1298	1		5	4	2	2	1	1	1	1	1	2	1
1302	2	1	4	3	1	1	1	1	1	2	1	1	1
1303			5	4	2	2	1	2	1	1	1	1	1
1304			2	2	2	1	1	1	1	1	1	1	1
1305			5	1	1	1	1	1	1	1	1	1	1
1311	1		5	4	1	2	2	1	1	2	1	3	1
1314	1		5	4	1	1	1	1	1	2	1	1	1
1323			5	3	1	1	1	1	1	1	1	1	1
1328			5	4	1	1	1	1	1	1	1	2	1
1336			5	3	1	1	1	1	2	2	1	2	1
1342	1		5	5	1	1	1	1	1	1	1	1	1
1343			5	1	1	1	1	1	2	1	1	1	1
1347	2	1	5	4	1	1	1	1	1	1	1	1	1
1358			3	7	1	3	1	1	3	3	1	1	1
1364	2	1	5	4	1	1	1	1	1	2	1	2	2
1365	1		5	4	1	3	1	3	1	1	1	3	3
1366	1		5	1	1	1	1	1	1	1	1	1	1
1368			5	5	1	1	1	1	1	1	1	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
1187	1	2	3	2	2	1	1	1	3	1	1	0	1
1192	1	1	2	2	2	1	2	2	2	0	0	0	0
1198	1	1	1	2	2	1	1	2	2	0	0	0	1
1199	1	1	1	2	2	2	2	2	2	1	0	0	0
1202	1	1	3	2	2	1	2	2	2	0	0	0	0
1204	1	1	2	2	2	1	2	2	2	0	0	0	0
1206	1	1	1	2	2	1	1	1	2	0	0	0	0
1207	1	1	3	2	2	1	1	2	2	0	0	0	0
1209	1	1	3	2	2	1	1	2	2	1	0	0	1
1210	1	1	1	2	1	2	1	2	2	0	0	0	0
1214	1	2	1	2	2	1	1	3	3	0	0	0	0
1231	1	1	1	2	2	1	2	2	2	0	0	0	0
1234	1	1	1	2	2	1	1	1	2	0	0	0	1
1235	1	1	3	2	2	1	1	1	2	0	0	0	1
1239	1	1	1	2	2	2	2	2	2	1	0	0	0
1262	2	2	2	2	2	2	2	2	2	1	0	0	0
1272	1	1	2	2	2	1	2	2	2	1	0	0	0
1281	1	1	1	2	2	1	1	1	2	1	1	0	1
1284	1	1	1	2	2	1	1	2	2	1	0	1	0
1285	1	2	1	2	2	1	1	2	2	1	0	0	0
1286	1	1	1	2	2	1	1	1	2	0	0	0	0
1289	1	1	1	2	2	2	2	2	3	1	0	0	1
1298	1	1	1	2	2	2	2	2	2	1	0	0	0
1302	1	2	2	2	2	1	1	1	3	0	0	0	1
1303	1	1	1	2	2	1	2	2	2	1	0	0	0
1304	2	1	1	3	2	3	3	3	3	0	0	0	1
1305	1	2	2	2	2	1	1	2	2	0	0	0	0
1311	1	1	1	2	2	1	2	2	2	0	0	0	0
1314	1	1	2	2	2	1	1	1	3	1	0	0	1
1323	1	1	1	2	2	1	1	1	2	0	0	0	0
1328	1	1	2	2	2	1	1	2	2	0	0	0	1
1336	1	2	1	2	1	1	1	2	2	1	1	1	1
1342	1	1	1	2	2	2	2	2	2	1	0	1	0
1343	3	3	3	2	2	1	1	1	3	0	0	1	0
1347	1	1	1	2	2	2	2	2	2	0	0	1	1
1358	1	1	1	2	2	1	1	1	2	1	0	1	1
1364	1	2	2	2	2	1	2	2	2	0	0	0	0
1365	3	3	1	2	2	1	1	2	3	0	0	0	1
1366	1	1	2	2	2	1	1	1	3	0	0	0	1
1368	1	1	1	2	2	1	1	1	2	0	0	0	1

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
1187	1	1	0	1	0	0	0	0	0	1
1192	1	1	1	1	0	1	1	0	0	1
1198	1	1	1	1	0	1	0	0	0	1
1199	1	1	1	1	0	0	1	0	0	1
1202	1	1	1	1	0	1	1	0	0	1
1204	1	1	1	1	0	1	0	0	0	1
1206	1	1	0	1	0	0	0	0	0	1
1207	1	0	0	0	0	0	0	0	0	1
1209	1	1	1	1	0	1	0	0	0	1
1210	1	1	1	1	1	1	0	0	0	1
1214	1	1	1	0	0	0	0	0	0	1
1231	1	1	1	0	0	0	1	0	0	1
1234	1	1	1	1	0	1	1	0	0	1
1235	1	1	1	1	0	1	1	0	0	1
1239	1	1	1	0	0	0	0	0	0	1
1262	1	1	1	1	0	1	1	0	0	1
1272	1	1	1	0	0	1	1	0	0	1
1281	1	1	1	1	0	1	1	0	0	1
1284	1	1	1	1	0	0	1	0	0	1
1285	1	1	1	1	0	1	0	0	0	1
1286	1	1	1	0	0	0	0	0	0	1
1289	1	1	1	0	0	1	0	0	0	1
1298	1	1	1	1	0	1	0	0	0	1
1302	1	1	1	0	0	0	1	0	0	1
1303	1	1	1	1	0	1	0	0	0	1
1304	1	1	1	0	0	1	0	0	0	1
1305	1	1	1	0	0	0	0	0	0	1
1311	1	1	1	1	0	0	1	0	0	1
1314	1	1	1	1	0	1	1	0	0	1
1323	1	1	1	0	1	0	1	0	0	1
1328	1	1	1	0	0	1	0	0	0	1
1336	1	1	1	1	1	1	1	0	0	1
1342	1	1	1	1	0	1	0	0	0	1
1343	1	1	1	1	0	0	0	0	0	1
1347	1	1	1	1	1	1	1	0	0	1
1358	1	1	1	1	1	1	1	0	0	1
1364	1	1	1	0	0	0	1	0	0	1
1365	1	1	1	1	0	1	0	0	0	1
1366	1	1	1	1	1	1	1	0	0	1
1368	1	1	1	1	0	0	0	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
1377	10/22/2017 9:09	GA	3	2	2	0	0	1	0	0	0	0
1379	10/22/2017 9:12	FL	3	2	4	0	0	1	0	0	0	0
1380	10/22/2017 9:14	MN	2	2	4	0	0	1	0	0	0	0
1394	10/22/2017 9:23	VA	3	2	2	0	0	1	0	0	0	0
1395	10/22/2017 9:25	IL	2	2	3	0	0	1	0	0	0	0
1400	10/22/2017 9:29	MD	3	2	2	0	0	1	0	0	0	0
1411	10/22/2017 9:37	OH	2	2	3	0	0	1	0	0	0	0
1426	10/22/2017 9:52	CA	4	2	4	0	0	1	0	0	0	0
1434	10/22/2017 9:58	TX	3	2	3	0	0	1	0	0	0	0
1435	10/22/2017 10:07	NV	4	2	4	0	0	1	0	0	0	0
1437	10/22/2017 10:00	TX	3	2	2	0	0	1	0	0	0	0
1439	10/22/2017 9:59	WA	4	2	2	0	0	1	0	0	0	0
1441	10/22/2017 10:01	OH	2	2	3	0	0	1	0	0	0	0
1450	10/22/2017 10:10	GA	3	2	3	0	0	1	0	0	0	0
1453	10/22/2017 10:16	FL	3	2	2	0	0	1	0	0	0	0
1461	10/22/2017 10:19	NY	1	2	3	0	0	1	1	0	0	0
1468	10/22/2017 10:22	AZ	4	2	2	0	0	1	0	0	0	0
1472	10/22/2017 10:25	MS	3	2	2	0	0	1	0	0	0	0
1477	10/22/2017 10:27	GA	3	2	3	0	0	1	0	0	0	0
1494	10/22/2017 10:39	MI	2	2	2	0	0	1	0	0	0	0
1499	10/22/2017 10:43	VA	3	2	3	0	0	1	0	0	0	0
1500	10/22/2017 10:43	MO	2	2	3	0	0	1	1	0	0	0
1510	10/22/2017 10:58	GA	3	2	4	0	0	1	0	0	0	0
1514	10/22/2017 11:00	FL	3	2	2	0	0	1	0	0	0	0
1516	10/22/2017 11:06	FL	3	2	2	0	0	1	0	0	0	0
1517	10/22/2017 11:03	LA	3	2	2	0	0	1	0	0	0	0
1522	10/22/2017 11:09	GA	3	2	2	0	0	1	0	0	0	0
1527	10/22/2017 11:12	OK	3	2	3	1	0	1	1	0	0	0
1529	10/22/2017 11:15	OH	2	2	3	0	0	1	0	0	0	0
1535	10/22/2017 11:21	TN	3	2	3	0	0	1	0	0	0	0
1538	10/22/2017 11:31	NJ	1	2	3	0	0	1	0	0	0	0
1543	10/22/2017 11:25	FL	3	2	2	0	1	1	0	0	0	0
1544	10/22/2017 11:28	IL	2	2	4	0	0	1	0	0	0	0
1545	10/22/2017 11:27	MO	2	2	2	0	0	1	0	0	0	0
1548	10/22/2017 11:28	IL	2	2	2	0	0	1	0	0	0	0
1564	10/22/2017 11:41	CA	4	2	4	0	0	1	0	0	0	0
1566	10/22/2017 11:43	CA	4	2	2	0	0	1	0	0	0	0
1571	10/22/2017 11:43	WI	2	2	3	0	0	1	0	0	0	0
1572	10/22/2017 11:41	NC	3	2	4	0	0	1	0	0	0	0
1574	10/22/2017 11:58	MD	3	2	4	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
1377	0	1	1	0	1	1	0	0	0	1	1	1	1
1379	0	1	1	1	1	1	1	0	0	1	0	1	1
1380	0	1	1	1	1	0	0	0	0	1	0	1	0
1394	0	1	1	0	1	0	1	0	0	1	1	1	1
1395	0	1	1	1	1	1	1	0	0	1	0	1	1
1400	0	1	1	1	1	1	1	0	0	0	1	1	1
1411	0	1	1	0	1	0	1	0	0	0	0	1	1
1426	0	1	1	0	1	1	1	0	0	1	1	1	1
1434	0	1	1	1	1	1	1	0	0	1	0	1	1
1435	0	1	1	1	1	0	1	0	0	0	0	1	1
1437	0	0	1	0	1	1	1	0	0	1	0	1	1
1439	0	0	1	0	0	1	0	0	0	0	0	1	1
1441	0	1	1	0	1	1	1	0	0	1	1	1	1
1450	0	1	1	0	1	0	1	0	0	1	1	1	1
1453	0	1	1	0	1	0	1	0	0	1	1	1	1
1461	0	1	1	0	1	1	1	0	0	1	0	1	1
1468	0	1	1	0	1	0	1	0	0	0	1	1	1
1472	0	1	1	0	1	0	0	0	0	1	1	1	1
1477	0	1	1	1	1	1	1	0	0	1	1	1	1
1494	0	1	1	1	1	0	0	0	0	1	1	1	1
1499	0	1	1	1	1	0	1	0	0	1	1	1	1
1500	0	1	1	0	1	0	1	0	0	0	0	1	1
1510	0	1	1	0	1	1	1	0	0	1	0	1	1
1514	0	1	1	1	1	1	1	0	0	1	1	1	1
1516	0	1	1	1	1	1	1	0	0	1	1	1	1
1517	0	1	1	1	1	0	1	0	0	1	1	1	1
1522	0	1	1	0	1	1	1	0	0	1	1	1	1
1527	0	1	1	1	1	1	1	0	0	1	1	1	1
1529	0	1	1	0	1	0	1	0	0	1	0	1	1
1535	0	0	1	0	1	0	1	0	0	0	1	1	1
1538	0	0	1	0	1	0	1	0	0	0	0	1	1
1543	0	1	1	1	1	1	1	0	0	1	1	1	1
1544	0	1	1	0	1	0	1	0	0	1	1	1	1
1545	0	1	1	0	1	0	1	0	0	0	1	1	1
1548	0	1	1	1	1	1	1	0	0	1	1	1	1
1564	0	1	1	0	1	0	1	0	0	1	1	1	1
1566	0	1	1	1	1	1	1	0	0	1	1	1	1
1571	0	1	1	1	1	0	1	0	0	1	0	1	1
1572	0	1	1	1	1	0	1	0	0	0	1	1	1
1574	0	1	1	0	1	0	1	0	0	1	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
1377	0	0	1	0	0	0	0	2	2	2	2	1	1
1379	0	0	1	1	0	0	0	2	2	2	2	1	1
1380	0	0	1	0	0	0	0	2	2	2	2	1	1
1394	0	0	1	0	0	0	0	2	2	2	2	1	2
1395	0	0	1	1	0	0	0	2	2	2	2	1	1
1400	0	0	1	1	0	0	0	2	2	2	2	1	1
1411	0	0	1	1	0	0	0	2	2	2	2	1	2
1426	0	0	1	0	0	0	0	2	2	2	2	1	1
1434	0	0	1	1	0	0	0	2	2	2	2	1	1
1435	0	0	1	1	0	0	0	2	2	2	2	1	1
1437	0	0	1	0	0	0	0	2	2	2	2	1	1
1439	0	0	1	0	1	0	0	2	2	2	2	1	2
1441	0	0	1	1	0	0	0	2	2	2	2	1	2
1450	0	0	1	0	0	0	0	2	2	2	2	1	1
1453	0	0	1	1	1	0	0	2	2	2	2	1	2
1461	0	0	1	1	0	0	0	2	2	2	2	1	2
1468	0	0	1	0	0	0	0	2	2	2	2	1	1
1472	0	0	1	1	0	0	0	2	2	2	2	1	1
1477	0	0	1	1	1	0	0	2	2	2	2	1	1
1494	0	0	1	1	0	0	0	2	2	2	2	1	2
1499	0	0	1	0	0	0	0	2	2	2	2	1	1
1500	0	0	1	1	0	0	0	2	2	2	2	1	2
1510	0	0	1	0	1	0	0	2	2	2	2	1	1
1514	0	0	1	1	0	0	0	2	2	2	2	1	1
1516	0	0	1	1	0	0	0	2	2	2	2	1	2
1517	0	0	1	1	1	0	0	2	2	2	2	1	2
1522	0	0	1	1	0	0	0	2	2	2	2	1	2
1527	0	0	1	1	0	0	0	2	2	2	2	1	2
1529	0	0	1	0	0	0	0	2	2	2	2	1	1
1535	0	0	1	0	0	0	0	2	2	2	2	1	2
1538	0	0	1	0	0	0	0	2	2	2	2	1	1
1543	0	0	1	1	0	0	0	2	2	2	2	1	1
1544	0	0	1	0	0	0	0	2	2	2	2	1	1
1545	0	0	1	0	0	0	0	2	2	2	2	1	2
1548	0	0	1	0	1	0	0	2	2	2	2	1	2
1564	0	0	1	0	1	0	0	2	2	2	2	1	1
1566	0	0	1	1	0	0	0	2	2	2	2	1	2
1571	0	0	1	1	1	0	0	2	2	2	2	1	1
1572	0	0	1	0	0	0	0	2	2	2	2	1	1
1574	0	0	1	0	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
1377	1		2	1	3	3	1	1	1	1	1	1	1
1379	1		5	4	1	1	1	1	1	1	1	1	1
1380	1		5	4	2	2	2	2	1	1	1	1	1
1394			5	3	1	1	1	1	1	1	1	1	1
1395	1		4	4	2	2	2	1	1	1	1	1	1
1400	1		5	4	1	2	1	1	1	1	1	1	1
1411			5	4	1	1	1	1	1	1	1	1	1
1426	1		5	2	1	1	1	1	1	1	1	1	1
1434	1		5	6	2	3	1	1	1	1	1	1	1
1435	1		5	5	1	1	2	2	1	1	1	1	1
1437	1		5	5	1	1	2	1	1	1	1	2	1
1439			5	5	1	3	1	1	1	1	1	1	1
1441			5	5	1	2	2	2	1	1	3	1	1
1450	1		5	4	1	1	1	1	1	1	1	1	1
1453			4	4	1	2	2	3	1	3	1	2	1
1461			5	5	1	3	1	1	3	1	1	1	1
1468	1		3	3	2	2	2	1	1	1	1	2	1
1472	1		4	5	2	2	1	1	1	1	1	1	1
1477	1		4	5	2	2	1	2	1	1	1	1	1
1494			4	2	1	1	1	1	1	1	1	1	1
1499	1		5	4	2	2	2	1	1	1	1	1	1
1500			5	3	1	1	1	1	1	1	1	1	1
1510	1		5	5	1	1	1	1	1	1	1	1	1
1514	1		4	3	1	1	1	1	1	1	1	1	1
1516			2	3	1	1	1	2	1	1	1	1	1
1517			5	3	2	2	1	2	1	1	1	1	1
1522			4	4	2	1	2	2	1	1	1	1	1
1527			5	3	1	1	1	1	1	1	1	1	1
1529	1		4	5	1	2	1	3	1	3	1	3	1
1535			4	1	1	2	1	1	1	1	1	2	1
1538	1		5	5	1	2	1	1	1	2	1	1	1
1543	1		5	5	1	2	1	2	1	1	1	1	1
1544	1		5	5	1	1	1	1	1	1	1	1	2
1545			3	1	1	1	1	1	1	1	1	1	1
1548			5	4	1	2	2	1	1	1	1	1	1
1564	1		3	1	1	2	1	2	1	1	2	1	1
1566			3	4	1	1	1	1	1	1	1	1	1
1571	1		5	5	1	1	1	1	1	1	1	1	1
1572	1		5	2	1	1	1	1	1	1	1	1	1
1574	1		4	3	1	1	1	1	2	2	1	1	2



## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
1377	1	1	1	2	2	1	1	1	2	0	0	0	1
1379	1	1	1	2	2	1	2	2	2	1	0	0	0
1380	1	1	2	2	2	2	1	2	2	1	1	0	0
1394	1	1	1	2	2	1	1	1	2	0	0	0	0
1395	1	1	1	2	2	2	2	2	2	1	0	0	0
1400	1	1	1	2	2	1	1	2	2	0	0	0	1
1411	1	1	3	2	2	1	1	1	3	0	0	0	0
1426	1	1	2	2	2	1	1	2	2	1	0	0	1
1434	1	1	1	2	2	2	2	2	3	0	0	0	0
1435	1	1	1	2	2	1	1	1	2	0	0	0	0
1437	1	2	3	2	2	1	2	2	2	0	0	0	1
1439	1	2	1	2	2	1	1	2	2	0	0	0	0
1441	1	1	1	2	2	2	2	2	2	1	0	0	0
1450	1	1	1	2	2	1	1	1	2	1	0	0	1
1453	1	1	1	2	2	2	2	2	2	1	0	0	1
1461	1	1	1	2	2	1	1	1	3	1	0	0	0
1468	1	1	1	1	2	2	2	2	2	1	0	0	1
1472	1	1	1	2	2	2	2	2	2	0	1	0	1
1477	1	1	1	1	2	2	2	2	2	1	1	1	1
1494	1	1	3	2	2	1	1	1	2	0	0	0	0
1499	1	1	1	2	2	1	2	2	3	1	0	1	1
1500	1	1	3	2	2	1	2	2	2	0	0	0	0
1510	1	1	1	2	2	1	2	2	2	1	0	0	0
1514	1	1	1	2	2	1	2	2	2	1	0	0	1
1516	1	1	1	2	2	1	2	2	2	0	0	0	1
1517	1	2	1	2	2	1	2	1	2	0	0	0	0
1522	2	2	1	2	2	2	1	1	2	1	0	0	0
1527	1	1	1	2	2	1	2	2	2	1	0	0	0
1529	1	1	1	2	2	2	2	2	2	1	0	1	0
1535	1	1	1	2	2	1	2	2	2	0	0	0	0
1538	1	2	1	2	2	1	2	2	2	0	0	1	0
1543	1	1	1	2	2	2	2	2	2	0	0	1	1
1544	1	1	1	2	2	1	1	1	2	1	0	0	0
1545	3	1	2	2	2	1	2	2	2	0	0	0	0
1548	1	1	1	2	2	1	2	2	2	0	0	0	1
1564	1	1	1	2	2	1	1	1	2	0	0	0	1
1566	1	1	1	2	2	1	2	2	2	0	0	0	0
1571	1	1	1	2	2	2	2	2	2	0	0	1	0
1572	1	1	1	2	2	1	1	1	2	1	0	0	0
1574	2	1	2	2	2	2	1	2	2	1	0	1	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
1377	1	1	1	1	0	1	1	0	0	1
1379	1	1	1	1	0	0	1	0	0	1
1380	0	1	1	0	0	1	1	0	0	1
1394	1	1	1	0	1	0	0	0	0	1
1395	1	1	1	1	0	1	1	0	0	1
1400	1	1	1	1	0	1	0	0	0	1
1411	1	1	1	1	0	0	1	0	0	1
1426	1	1	1	1	0	1	0	0	0	1
1434	1	1	1	1	0	1	1	0	0	1
1435	1	1	1	0	0	0	0	0	0	1
1437	1	1	1	1	0	1	0	0	0	1
1439	1	1	1	0	0	0	0	0	0	1
1441	1	1	1	1	0	1	0	0	0	1
1450	1	1	1	1	0	0	0	0	0	1
1453	1	1	1	1	0	1	1	0	0	1
1461	1	1	1	1	0	1	1	0	0	1
1468	1	1	1	1	1	1	1	0	0	1
1472	1	1	1	1	0	1	1	0	0	1
1477	1	1	1	1	1	1	1	0	0	1
1494	1	1	1	1	0	0	0	0	0	1
1499	1	1	1	1	0	1	1	0	0	1
1500	1	1	1	0	0	0	0	0	0	1
1510	0	1	1	0	0	1	0	0	0	1
1514	1	1	1	1	0	1	1	0	0	1
1516	1	1	1	1	1	1	1	0	0	1
1517	1	1	1	1	0	1	0	0	0	1
1522	1	1	1	1	1	1	1	0	0	1
1527	1	1	1	1	0	1	1	0	0	1
1529	1	1	1	0	0	1	1	0	0	1
1535	1	1	1	1	1	1	0	0	0	1
1538	1	1	1	1	1	1	0	0	0	1
1543	1	1	1	1	0	1	1	0	0	1
1544	1	1	1	1	0	1	1	0	0	1
1545	1	1	1	1	0	1	0	0	0	1
1548	1	1	1	1	0	1	1	0	0	1
1564	1	1	1	1	1	1	1	0	0	1
1566	0	0	1	1	0	1	0	0	0	1
1571	1	1	1	1	1	1	1	0	0	1
1572	1	1	1	0	0	0	0	0	0	1
1574	1	1	1	1	0	0	1	0	0	1

## Survey Data File

responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
1592	10/22/2017 11:58	IL	2	2	3	0	0	1	0	0	0	0
1598	10/22/2017 12:07	NJ	1	2	2	0	0	1	0	0	0	0
1613	10/22/2017 12:28	AZ	4	2	4	0	0	1	0	0	0	0
1615	10/22/2017 12:27	MA	1	2	4	0	0	1	0	0	0	0
1616	10/22/2017 12:28	IL	2	2	2	0	0	1	0	0	0	0
1618	10/22/2017 12:29	NC	3	2	2	0	0	1	0	0	0	0
1619	10/22/2017 12:32	TX	3	2	2	0	0	1	0	0	0	0
1623	10/22/2017 12:39	IL	2	2	2	0	0	1	0	0	0	0
1629	10/22/2017 12:39	AR	3	2	4	0	0	1	0	0	0	0
1631	10/22/2017 12:46	FL	3	2	2	0	0	1	0	0	0	0
1637	10/22/2017 12:46	CA	4	2	2	0	0	1	0	0	0	0
1649	10/22/2017 12:56	TX	3	2	4	0	0	1	0	0	0	0
1650	10/22/2017 12:57	TN	3	2	2	0	0	1	0	0	0	0
1652	10/22/2017 13:03	IL	2	2	4	0	0	1	0	0	0	0
1654	10/22/2017 13:05	TN	3	2	2	0	0	1	0	0	0	0
1656	10/22/2017 13:09	DC	3	2	4	0	0	1	0	0	0	0
1672	10/22/2017 13:20	GA	3	2	4	0	0	1	0	0	0	0
1678	10/22/2017 13:36	DC	3	2	4	0	0	1	0	0	0	0
1679	10/22/2017 13:26	MD	3	2	2	0	0	1	0	0	0	0
1686	10/22/2017 13:35	PA	1	2	4	0	0	1	0	0	0	0
1688	10/22/2017 13:47	VA	3	2	4	0	0	1	0	0	0	0
1689	10/22/2017 13:39	GA	3	2	2	0	0	1	0	0	0	0
1693	10/22/2017 13:42	NC	3	2	4	0	0	1	0	0	0	0
1695	10/22/2017 13:42	IL	2	2	2	0	0	1	0	0	0	0
1700	10/22/2017 13:48	KS	2	2	4	0	0	1	0	0	0	0
1706	10/22/2017 13:55	NY	1	2	2	0	0	1	0	0	0	0
1716	10/22/2017 14:05	TX	3	2	2	0	0	1	0	0	0	0
1729	10/22/2017 14:16	TN	3	2	4	0	0	1	0	0	0	0
1731	10/22/2017 14:20	GA	3	2	2	0	0	1	0	0	0	0
1736	10/22/2017 14:25	FL	3	2	2	0	0	1	0	0	0	0
1740	10/22/2017 14:29	NY	1	2	2	0	0	1	0	0	0	0
1743	10/22/2017 14:30	MD	3	2	2	0	0	1	0	0	0	0
1755	10/22/2017 14:55	MD	3	2	2	0	0	1	0	0	0	0
1756	10/22/2017 14:58	VA	3	2	4	0	0	1	0	0	0	0
1763	10/22/2017 15:08	GA	3	2	2	0	0	1	0	0	0	0
1765	10/22/2017 15:17	OH	2	2	2	0	0	1	0	0	0	0
1767	10/22/2017 15:20	NC	3	2	2	0	0	1	0	0	0	0
1779	10/22/2017 15:37	OH	2	2	4	0	0	1	0	0	0	0
1784	10/22/2017 16:00	DE	3	2	4	0	0	1	0	0	0	0
1788	10/22/2017 16:00	PA	1	2	4	0	0	1	0	0	0	0

## Survey Data File

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
1592	0	1	1	1	1	0	1	0	0	1	1	1	1
1598	0	1	1	0	1	1	1	0	0	1	1	1	1
1613	0	0	1	1	1	0	1	0	0	1	0	1	1
1615	0	1	1	0	1	1	1	0	0	1	0	1	1
1616	0	0	1	0	1	0	0	0	0	0	1	1	1
1618	0	1	1	0	1	0	0	0	0	1	0	1	1
1619	0	1	1	0	1	0	1	0	0	1	0	1	1
1623	0	1	1	0	1	0	1	0	0	1	1	1	1
1629	0	1	1	1	1	0	1	0	0	1	1	1	1
1631	0	1	1	1	1	1	1	0	0	1	1	1	1
1637	0	1	1	0	1	0	1	0	0	0	1	1	1
1649	0	0	1	0	0	0	1	0	0	1	0	1	1
1650	0	1	1	1	1	1	1	0	0	1	1	1	1
1652	0	0	1	0	1	0	0	0	0	0	0	1	1
1654	0	1	1	0	1	0	1	0	0	0	0	1	1
1656	0	1	1	0	1	1	1	0	0	1	0	1	1
1672	0	1	1	0	1	0	0	0	0	1	1	1	1
1678	0	1	1	0	0	1	1	0	0	0	0	1	1
1679	0	1	1	1	1	1	1	0	0	1	1	1	1
1686	0	1	1	1	1	0	0	0	0	0	0	1	1
1688	0	0	1	0	1	1	0	0	0	0	0	1	1
1689	0	0	1	1	1	1	1	0	0	0	0	1	1
1693	0	1	1	1	1	0	1	0	0	1	0	1	1
1695	0	1	1	1	1	1	1	0	0	1	1	1	1
1700	0	1	1	1	1	1	0	0	0	0	0	1	1
1706	0	1	1	0	1	1	1	0	0	1	0	1	0
1716	0	0	1	0	0	0	0	0	0	0	0	1	1
1729	0	1	1	1	1	1	1	0	0	1	0	1	1
1731	0	1	1	1	1	0	0	0	0	1	1	1	1
1736	0	1	1	1	1	1	1	0	0	1	0	1	1
1740	0	1	1	0	1	0	0	0	0	0	1	1	1
1743	0	1	1	0	1	0	1	0	0	1	1	1	1
1755	0	0	1	1	1	0	0	0	0	1	1	1	1
1756	0	1	1	0	1	0	1	0	0	1	0	1	1
1763	0	0	1	0	0	0	0	0	0	0	0	1	1
1765	0	1	1	0	1	1	1	0	0	1	1	1	1
1767	0	1	1	0	1	0	1	0	0	1	0	1	1
1779	0	0	1	0	1	0	0	0	0	0	0	1	1
1784	0	1	1	1	1	0	1	0	0	0	0	1	1
1788	0	1	1	1	1	1	1	0	0	1	0	1	1

## Survey Data File

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
1592	0	0	1	1	0	0	0	2	2	2	2	1	2
1598	0	0	1	0	0	0	0	2	2	2	2	1	1
1613	0	0	1	1	0	0	0	2	2	2	2	1	1
1615	0	0	1	1	0	0	0	2	2	2	2	1	2
1616	0	0	1	0	0	0	0	2	2	2	2	1	2
1618	0	0	1	1	0	0	0	2	2	2	2	1	1
1619	0	0	1	0	0	0	0	2	2	2	2	1	1
1623	0	0	1	1	0	0	0	2	2	2	2	1	1
1629	0	0	1	1	1	0	0	2	2	2	2	1	1
1631	0	0	1	1	0	0	0	2	2	2	2	1	1
1637	0	0	1	1	0	0	0	2	2	2	2	1	2
1649	0	0	1	1	0	0	0	2	2	2	2	1	2
1650	0	0	1	0	1	0	0	2	2	2	2	1	2
1652	0	0	1	1	0	0	0	2	2	2	2	1	1
1654	0	0	1	1	0	0	0	2	2	2	2	1	1
1656	0	0	1	1	0	0	0	2	2	2	2	1	2
1672	0	0	1	1	0	0	0	2	2	2	2	1	2
1678	0	0	1	0	0	0	0	2	2	2	2	1	2
1679	0	0	1	1	0	0	0	2	2	2	2	1	1
1686	0	0	1	0	0	0	0	2	2	2	2	1	1
1688	0	0	1	0	0	0	0	2	2	2	2	1	1
1689	0	0	1	0	0	0	0	2	2	2	2	1	2
1693	0	0	1	0	0	0	0	2	2	2	2	1	1
1695	0	0	1	0	0	0	0	2	2	2	2	1	2
1700	0	0	1	0	0	0	0	2	2	2	2	1	1
1706	0	0	1	0	0	0	0	2	2	2	2	1	1
1716	0	0	1	0	0	0	0	2	2	2	2	1	2
1729	0	0	1	1	1	0	0	2	2	2	2	1	1
1731	0	0	1	1	0	0	0	2	2	2	2	1	1
1736	0	0	1	1	0	0	0	2	2	2	2	1	2
1740	0	0	1	1	0	0	0	2	2	2	2	1	2
1743	0	0	1	1	0	0	0	2	2	2	2	1	1
1755	0	0	1	0	0	0	0	2	2	2	2	1	1
1756	0	0	1	0	0	0	0	2	2	2	2	1	1
1763	0	0	1	0	0	0	0	2	2	2	2	1	1
1765	0	0	1	1	0	0	0	2	2	2	2	1	1
1767	0	0	1	1	0	0	0	2	2	2	2	1	1
1779	0	0	1	0	0	0	0	2	2	2	2	1	1
1784	0	0	1	0	0	0	0	2	2	2	2	1	1
1788	0	0	1	0	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
1592			5	5	1	1	1	1	2	1	1	1	1
1598	1		5	3	1	1	1	1	1	1	1	2	1
1613	1		5	4	2	1	1	1	1	1	1	1	1
1615			5	3	2	2	1	1	1	2	1	2	1
1616			5	3	3	3	2	2	1	1	1	2	3
1618	1		5	3	1	1	1	1	1	1	1	3	1
1619	2	1	3	1	1	3	1	1	1	1	1	1	1
1623	1		4	3	1	1	1	1	1	1	1	3	1
1629	2	1	4	5	2	2	2	2	1	1	1	1	1
1631	1		4	5	2	1	1	1	3	2	1	1	1
1637			5	4	1	1	1	2	1	1	1	1	1
1649			2	3	2	2	2	1	1	1	1	1	3
1650			5	3	1	1	1	1	1	1	1	1	1
1652	1		3	4	2	2	1	1	1	1	1	1	1
1654	1		5	4	1	1	1	1	1	2	1	1	1
1656			2	3	2	1	1	1	1	1	1	1	1
1672			5	4	1	1	1	1	1	1	1	1	1
1678			2	4	2	1	2	1	1	1	1	1	1
1679	1		4	3	1	2	1	1	3	1	1	1	1
1686	1		5	3	2	1	1	1	1	1	1	1	1
1688	1		5	3	2	1	1	1	1	1	1	1	1
1689			5	4	1	3	1	1	1	3	1	3	1
1693	1		5	3	1	1	1	1	1	1	1	1	1
1695			5	4	1	1	1	1	1	1	1	1	1
1700	1		5	1	1	2	1	1	1	1	1	1	1
1706	1		4	4	2	2	2	1	1	1	1	2	1
1716			5	2	1	1	1	1	1	1	1	1	1
1729	1		5	4	2	1	1	1	1	1	1	1	1
1731	1		3	4	1	1	1	2	1	2	2	1	1
1736			5	3	1	1	1	1	1	1	1	1	1
1740			5	4	1	1	1	1	1	1	1	1	1
1743	1		5	4	1	1	1	1	1	1	1	2	1
1755	2	1	2	3	1	1	1	1	1	1	1	1	1
1756	1		3	1	2	2	2	1	1	1	1	1	1
1763	1		5	4	2	2	1	1	1	1	1	2	1
1765	1		5	4	1	1	1	1	1	1	1	1	1
1767	1		5	5	1	1	2	1	1	1	1	2	1
1779	1		5	5	1	1	1	1	1	1	1	1	1
1784	1		4	3	3	2	3	1	1	1	1	1	1
1788	1		5	3	1	1	1	1	1	1	2	1	1

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
1592	1	1	2	2	2	1	1	1	2	0	0	0	0
1598	1	2	1	2	2	1	1	2	2	1	0	0	1
1613	1	1	1	2	2	1	2	2	2	1	0	0	0
1615	1	1	2	2	2	2	2	2	2	1	0	1	0
1616	3	3	1	2	2	1	2	2	2	0	0	0	1
1618	1	1	1	2	2	1	1	1	3	0	0	0	1
1619	1	2	3	2	2	1	1	2	2	0	0	0	1
1623	1	3	1	2	2	1	1	2	3	1	0	0	1
1629	1	1	2	2	2	2	2	2	2	1	0	0	0
1631	1	1	1	2	2	1	1	1	2	1	0	0	0
1637	1	1	2	2	2	1	1	1	2	0	0	0	1
1649	1	1	1	2	2	2	2	2	2	1	0	0	0
1650	1	1	2	2	2	1	1	1	2	0	0	0	0
1652	1	1	1	2	2	2	2	2	2	0	0	0	0
1654	1	2	2	2	2	1	1	2	3	0	0	0	0
1656	1	1	1	3	2	1	1	1	2	1	0	0	0
1672	2	2	1	2	2	1	1	1	2	1	0	0	1
1678	1	1	1	2	2	1	2	2	2	0	0	0	0
1679	1	1	1	2	2	1	2	2	2	0	0	0	1
1686	1	2	1	2	2	1	1	1	2	0	0	0	0
1688	1	1	1	2	2	1	2	2	2	0	0	0	0
1689	1	1	1	2	2	1	2	2	2	0	0	0	0
1693	1	1	1	2	2	1	1	1	2	1	0	0	0
1695	1	1	3	2	2	1	2	2	2	1	1	0	1
1700	1	1	1	2	2	1	1	2	2	0	0	0	0
1706	1	1	1	2	2	1	2	2	3	1	0	0	0
1716	1	1	2	2	2	1	1	2	2	0	0	0	0
1729	1	1	1	2	2	2	2	2	2	0	0	0	0
1731	1	1	1	2	1	1	1	1	2	1	0	1	1
1736	1	1	1	2	2	1	1	2	2	1	0	0	0
1740	1	1	2	2	2	1	1	1	2	0	0	0	1
1743	1	1	1	2	2	1	1	1	2	1	0	0	1
1755	1	1	1	2	2	1	2	2	2	0	0	0	0
1756	1	1	1	2	2	1	2	2	2	1	0	0	0
1763	1	1	1	2	2	1	2	2	2	0	0	0	1
1765	1	1	1	1	2	1	2	2	2	0	0	0	1
1767	1	1	1	2	2	1	1	2	2	1	0	0	0
1779	1	1	2	2	2	2	2	2	2	0	0	0	0
1784	1	1	3	2	2	2	2	2	3	0	0	0	0
1788	1	1	1	2	2	1	1	2	2	1	1	0	0

## Survey Data File

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
1592	1	1	1	1	0	0	0	0	0	1
1598	1	1	1	1	0	1	1	0	0	1
1613	1	1	0	0	0	0	0	0	0	1
1615	1	1	1	0	0	1	1	0	0	1
1616	1	1	1	1	0	0	0	0	0	1
1618	1	1	1	0	0	1	1	0	0	1
1619	1	1	1	0	0	0	0	0	0	1
1623	1	1	1	1	1	1	1	0	0	1
1629	1	1	0	0	1	1	1	0	0	1
1631	1	1	0	1	0	0	0	0	0	1
1637	1	1	1	0	1	1	1	0	0	1
1649	1	1	1	1	1	1	0	0	0	1
1650	1	1	1	1	0	1	1	0	0	1
1652	1	1	1	0	0	1	1	0	0	1
1654	1	1	0	0	0	1	0	0	0	1
1656	1	0	1	0	1	0	0	0	0	1
1672	1	1	1	1	0	0	1	0	0	1
1678	1	1	1	1	0	0	1	0	0	1
1679	1	1	1	1	1	1	0	0	0	1
1686	1	1	1	1	0	0	1	0	0	1
1688	1	1	1	1	0	0	1	0	0	1
1689	1	1	1	1	0	1	1	0	0	1
1693	1	1	1	1	0	1	0	0	0	1
1695	1	1	1	1	1	1	1	0	0	1
1700	1	1	1	0	0	0	0	0	0	1
1706	1	1	0	1	0	1	0	0	0	1
1716	1	1	1	1	0	0	0	0	0	1
1729	1	1	0	1	0	1	0	0	0	1
1731	1	1	1	1	0	1	0	0	0	1
1736	1	1	1	1	1	1	1	0	0	1
1740	1	1	1	1	1	1	1	0	0	1
1743	1	1	0	1	0	1	0	0	0	1
1755	0	0	1	0	0	0	1	0	0	1
1756	1	1	0	0	0	0	0	0	0	1
1763	1	1	1	1	0	1	1	0	0	1
1765	1	1	1	1	0	1	1	0	0	1
1767	1	1	1	1	0	1	1	0	0	1
1779	1	1	1	0	0	0	0	0	0	1
1784	1	1	1	1	0	1	0	0	0	1
1788	1	1	1	0	0	0	0	0	0	1



responseid	interview_end	qa	hidqregion	qb	qc	qd_1	qd_2	qd_3	qd_4	qd_5	qd_6	qd_7
1794	10/22/2017 15:59	NY	1	2	2	0	0	1	0	0	0	0
1798	10/22/2017 16:21	TX	3	2	4	0	0	1	0	0	0	0
1802	10/23/2017 9:36	FL	3	2	4	0	0	1	0	0	0	0
1808	10/23/2017 9:51	GA	3	2	2	0	0	1	0	0	0	0
1809	10/23/2017 9:52	NC	3	2	4	0	0	1	0	0	0	0
1810	10/23/2017 9:53	IL	2	2	4	0	0	1	0	0	0	0
1819	10/23/2017 10:05	GA	3	2	4	0	0	1	0	0	0	0
1828	10/23/2017 10:24	MD	3	2	2	0	0	1	0	0	0	0
1837	10/23/2017 10:44	MS	3	2	4	0	0	1	0	0	0	0
1843	10/23/2017 10:53	VA	3	2	4	0	0	1	0	0	0	0
1850	10/23/2017 11:09	TX	3	2	2	0	0	1	0	0	0	0
1854	10/23/2017 11:11	VA	3	2	2	0	0	1	0	0	0	0
1864	10/23/2017 11:28	GA	3	2	2	0	0	1	0	0	0	0
1872	10/23/2017 12:11	OH	2	2	4	0	0	1	0	0	0	0
1884	10/23/2017 13:12	IL	2	2	4	0	0	1	0	0	0	0
1888	10/23/2017 13:25	NC	3	2	4	0	0	1	0	0	0	0
1889	10/23/2017 13:32	SC	3	2	4	0	0	1	0	0	0	0
1898	10/23/2017 14:17	TX	3	2	3	0	0	1	0	0	0	0
1905	10/23/2017 14:43	FL	3	2	4	0	0	1	0	0	0	0

responseid	qd_8	qe_1	qe_2	qe_3	qe_4	qe_5	qe_6	qe_7	qe_8	qf_1	qf_2	qf_3	qf_4
1794	0	0	1	0	1	0	1	0	0	0	1	1	1
1798	0	1	1	0	1	0	1	0	0	0	0	1	1
1802	0	1	1	0	1	0	1	0	0	1	0	1	1
1808	0	1	1	1	1	1	1	0	0	1	1	1	1
1809	0	1	1	1	1	1	1	0	0	0	0	1	1
1810	0	1	1	1	1	0	1	0	0	1	1	1	1
1819	0	0	1	1	1	0	0	0	0	1	0	1	1
1828	0	0	1	1	1	0	0	0	0	0	1	1	1
1837	0	1	1	1	1	0	0	0	0	1	0	1	1
1843	0	0	1	0	1	0	0	0	0	0	0	1	1
1850	0	1	1	1	1	1	1	0	0	0	1	1	1
1854	0	1	1	1	1	0	0	0	0	0	1	1	1
1864	0	1	1	1	1	1	1	0	0	1	1	1	1
1872	0	0	1	0	1	0	1	0	0	1	0	1	1
1884	0	1	1	0	1	0	0	0	0	0	1	1	1
1888	0	0	1	0	1	0	1	0	0	1	0	1	1
1889	0	1	1	1	1	0	1	0	0	0	0	1	1
1898	0	1	1	0	0	0	1	0	0	1	0	1	0
1905	0	1	1	0	1	1	0	0	0	1	0	1	1

responseid	qf_5	qf_6	qg_1	qg_2	qg_3	qg_4	qg_5	qh_1	qh_2	qh_3	qh_4	qi	qj
1794	0	0	1	1	0	0	0	2	2	2	2	1	2
1798	0	0	1	0	0	0	0	2	2	2	2	1	1
1802	0	0	1	0	1	0	0	2	2	2	2	1	2
1808	0	0	1	1	0	0	0	2	2	2	2	1	2
1809	0	0	1	0	0	0	0	2	2	2	2	1	1
1810	0	0	1	0	1	0	0	2	2	2	2	1	2
1819	0	0	1	0	0	0	0	2	2	2	2	1	1
1828	0	0	1	0	0	0	0	2	2	2	2	1	2
1837	0	0	1	1	0	0	0	2	2	2	2	1	1
1843	0	0	1	0	0	0	0	2	2	2	2	1	2
1850	0	0	1	1	0	0	0	2	2	2	2	1	2
1854	0	0	1	1	0	0	0	2	2	2	2	1	1
1864	0	0	1	0	1	0	0	2	2	2	2	1	2
1872	0	0	1	0	0	0	0	2	2	2	2	1	2
1884	0	0	1	1	0	0	0	2	2	2	2	1	1
1888	0	0	1	0	0	0	0	2	2	2	2	1	1
1889	0	0	1	0	0	0	0	2	2	2	2	1	1
1898	0	0	1	0	0	0	0	2	2	2	2	1	2
1905	0	0	1	0	0	0	0	2	2	2	2	1	1

## Survey Data File

responseid	qk	ql	q1	q2	q3_1	q3_2	q3_3	q3_4	q3_5	q3_6	q3_7	q3_8	q3_9
1794			5	3	1	1	2	1	1	1	1	1	1
1798	1		3	3	3	1	1	1	1	1	1	1	1
1802			5	2	2	2	2	2	1	1	1	1	1
1808			5	4	1	1	1	3	1	1	1	1	1
1809	1		5	4	1	1	1	1	1	1	1	1	1
1810			5	1	2	1	2	1	1	1	1	1	1
1819	1		5	4	1	2	1	1	1	1	1	1	1
1828			5	2	1	1	1	1	1	1	1	1	1
1837	1		4	4	2	1	1	1	1	1	1	1	1
1843			4	2	3	1	1	1	1	1	1	1	1
1850			3	1	1	2	2	1	1	1	1	1	1
1854	1		4	3	1	2	1	1	1	1	1	1	1
1864			5	3	1	1	1	1	1	1	1	1	1
1872			5	2	2	1	1	2	1	2	1	1	1
1884	1		4	4	1	1	1	1	1	1	1	1	1
1888	1		5	4	2	1	1	1	1	1	1	1	1
1889	1		5	4	1	1	1	1	1	1	1	1	1
1898			5	2	1	2	1	1	1	1	1	1	1
1905	1		5	2	1	3	1	1	1	1	1	1	3

## Survey Data File

responseid	q3_10	q3_11	q3_12	q3_13	q3_14	q4_1	q4_2	q4_3	q4_4	q5_1	q5_2	q5_3	q5_4
1794	3	3	1	2	2	1	1	1	2	0	0	0	1
1798	1	1	1	2	2	1	2	2	2	0	1	0	0
1802	1	1	1	2	2	1	1	2	2	1	0	0	0
1808	1	1	1	2	2	1	2	2	2	1	0	0	1
1809	1	1	3	2	2	1	1	2	2	0	0	0	0
1810	1	1	1	2	2	2	3	3	2	0	0	0	0
1819	1	1	1	2	2	1	2	2	2	1	0	0	0
1828	1	1	2	2	2	1	1	1	2	0	0	0	1
1837	1	1	1	2	2	1	1	1	2	1	0	0	0
1843	1	1	1	2	2	1	1	2	2	0	0	0	0
1850	1	1	1	2	2	1	2	2	2	0	0	0	1
1854	1	1	1	2	2	1	2	2	2	0	0	0	1
1864	1	1	1	2	2	1	1	2	2	0	0	0	1
1872	1	1	3	2	2	1	1	1	3	1	0	0	0
1884	1	1	1	2	2	2	2	2	2	0	0	0	0
1888	1	1	1	2	2	1	2	2	2	1	0	0	0
1889	1	1	1	2	2	1	2	2	2	0	0	0	0
1898	1	1	3	2	2	1	1	2	3	1	0	0	0
1905	3	1	3	2	2	2	2	2	2	1	0	0	0

responseid	q5_5	q5_6	q5_7	q5_8	q5_9	q5_10	q5_11	q5_12	q5_13	q6
1794	1	1	1	1	0	1	0	0	0	1
1798	1	1	1	1	0	0	1	0	0	1
1802	1	1	1	1	0	1	1	0	0	1
1808	1	1	1	1	1	1	1	0	0	1
1809	1	1	1	1	0	1	1	0	0	1
1810	0	0	0	0	0	0	0	1	0	1
1819	1	1	1	1	0	0	1	0	0	1
1828	1	1	1	0	0	1	1	0	0	1
1837	0	0	0	0	0	0	0	0	0	1
1843	1	1	1	0	0	0	1	0	0	1
1850	1	1	1	1	0	0	0	0	0	1
1854	1	1	1	1	0	1	0	0	0	1
1864	1	1	1	1	0	1	0	0	0	1
1872	1	1	1	0	0	0	1	0	0	1
1884	1	1	1	1	0	0	0	0	0	1
1888	1	1	1	1	1	0	1	0	0	1
1889	1	1	1	1	0	0	1	0	0	1
1898	1	1	1	1	0	1	0	0	0	1
1905	0	0	0	0	0	0	0	0	0	1

Variable Information	
Variable	Label
responseid	ResponseID
interview_end	Interview End
qa	In what state do you live?
hidqregion	Region
qb	What is your gender?
qc	What is your age?
qd_1	Please specify your race or ethnicity. - White or Caucasian
qd_2	Please specify your race or ethnicity. - Hispanic or Latino
qd_3	Please specify your race or ethnicity. - Black or African American
qd_4	Please specify your race or ethnicity. - Native American or American Indian
qd_5	Please specify your race or ethnicity. - Asian or Pacific Islander
qd_6	Please specify your race or ethnicity. - Other
qd_7	Please specify your race or ethnicity. - I don't know
qd_8	Please specify your race or ethnicity. - Prefer not to answer
qe_1	Which, if any, of the following items have you purchased in the past 5 years? - Nail care products (like hardener and polish)
qe_2	Which, if any, of the following items have you purchased in the past 5 years? - Hair care products (like shampoo, hair care kits, and conditioner)
qe_3	Which, if any, of the following items have you purchased in the past 5 years? - Foot care products (like creams and orthotics)
qe_4	Which, if any, of the following items have you purchased in the past 5 years? - Skin care products (like lotions and cleansers)
qe_5	Which, if any, of the following items have you purchased in the past 5 years? - First aid kit
qe_6	Which, if any, of the following items have you purchased in the past 5 years? - Vitamins (like multi-vitamins, Vitamin A, or Vitamin C)
qe_7	Which, if any, of the following items have you purchased in the past 5 years? - None of these
qe_8	Which, if any, of the following items have you purchased in the past 5 years? - I don't know
qf_1	Which, if any, of the following hair care products have you purchased in the past 5 years? - Hair color kit
qf_2	Which, if any, of the following hair care products have you purchased in the past 5 years? - Hair extensions
qf_3	Which, if any, of the following hair care products have you purchased in the past 5 years? - Hair relaxer kit
qf_4	Which, if any, of the following hair care products have you purchased in the past 5 years? - Shampoo
qf_5	Which, if any, of the following hair care products have you purchased in the past 5 years? - None of these
qf_6	Which, if any, of the following hair care products have you purchased in the past 5 years? - I don't know
qg_1	A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair...? - No-lye hair relaxer kit (described on the package as "no-lye")
qg_2	A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair...? - Conditioning hair relaxer kit (described on the package as "conditioning")
qg_3	A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair...? - Children's hair relaxer kit (described on the package as for children)
qg_4	A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair...? - None of these
qg_5	A hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair. Which, if any, of the following types of hair...? - I don't know

## Survey Data Map

Variable Information	
Variable	Label
qh_1	Do you, or does anyone in your household, work in any of the following types of businesses? - Marketing research
qh_2	Do you, or does anyone in your household, work in any of the following types of businesses? - Advertising or public relations
qh_3	Do you, or does anyone in your household, work in any of the following types of businesses? - Manufacturer, distributor, or retailer of hair care products
qh_4	Do you, or does anyone in your household, work in any of the following types of businesses? - Hair salon or hair stylist
qi	In the past 30 days, how many surveys have you participated in regarding hair care products?
qj	Do you usually wear eyeglasses or contact lenses when you use an electronic device like the one you are using now?
qk	Are you wearing your eyeglasses or contact lenses right now?
ql	Please put on your eyeglasses or contact lenses to complete the remainder of the survey. After you have put on your eyeglasses or contact lenses, please select the appropriate option below.
q1	How many times have you ever purchased a no-lye hair relaxer kit? As a reminder, a no-lye hair relaxer kit contains lotions or creams that relax or straighten naturally curly or kinky hair.
q2	How often do you typically purchase no-lye hair relaxer kits?
q3_1	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers use strong chemicals to straighten hair.
q3_2	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers may cause hair to fall out.
q3_3	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers may irritate the scalp.
q3_4	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers may damage hair or skin.
q3_5	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers come in a package that has safety warnings.
q3_6	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers should be put on hair after applying scalp protector.
q3_7	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers should be applied to hair while wearing gloves.
q3_8	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers should be applied to hair after conducting a strand test.
q3_9	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers provide results that vary depending on hair type.
q3_10	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers come with conditioner.
q3_11	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers come with moisturizer.
q3_12	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers are recommended by people I trust.
q3_13	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers come with silver earrings.



## Survey Data Map

Variable Information	
Variable	Label
q3_14	Please answer this question thinking about no-lye hair relaxer kits. Some, all, or none of the statements below may describe your beliefs about... - No-lye hair relaxers should be applied only while driving.
q4_1	Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? - Scalp burning
q4_2	Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? - Hair breakage
q4_3	Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? - Hair loss
q4_4	Which, if any, of the following have you ever experienced as a result of using a no-lye hair relaxer? - Darcy disease
q5_1	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair coloring or hair dye
q5_2	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair bleach or lightener
q5_3	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair highlights
q5_4	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair braids or extensions
q5_5	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Shampoo
q5_6	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Conditioner
q5_7	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair brush or comb
q5_8	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hair dryer
q5_9	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Hot comb
q5_10	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Flat iron
q5_11	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - Curling iron
q5_12	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - None of these
q5_13	Below is a list of items sometimes used for hair care. Please select the items, if any, that you typically use on or in your hair at least once every 3 months. - I don't know
q6	Please read the statement that follows and click either 'I agree' or 'I disagree.' If any portion of the statement is not true, please click 'I disagree.'...

Variable Values		
Value		Label
qa	98	Other or I don't know
	AK	Alaska
	AL	Alabama
	AR	Arkansas
	AZ	Arizona
	CA	California
	CO	Colorado
	CT	Connecticut
	DC	Washington D.C.
	DE	Delaware
	FL	Florida
	GA	Georgia
	HI	Hawaii
	IA	Iowa
	ID	Idaho
	IL	Illinois
	IN	Indiana
	KS	Kansas
	KY	Kentucky
	LA	Louisiana
	MA	Massachusetts
	MD	Maryland
	ME	Maine
	MI	Michigan
	MN	Minnesota
	MO	Missouri
	MS	Mississippi
	MT	Montana
	NC	North Carolina
	ND	North Dakota
	NE	Nebraska
	NH	New Hampshire
	NJ	New Jersey
	NM	New Mexico
	NV	Nevada
	NY	New York
	OH	Ohio
	OK	Oklahoma

Variable Values		
Value		Label
	OR	Oregon
	PA	Pennsylvania
	RI	Rhode Island
	SC	South Carolina
	SD	South Dakota
	TN	Tennessee
	TX	Texas
	UT	Utah
	VA	Virginia
	VT	Vermont
	WA	Washington
	WI	Wisconsin
	WV	West Virginia
	WY	Wyoming
hidqregion	1	Northeast
	2	Midwest
	3	South
	4	West
qb	1	Male
	2	Female
	3	Prefer not to answer
qc	1	17 years old or younger
	2	18 to 34 years old
	3	35 to 54 years old
	4	55 years old or older
	5	Prefer not to answer
qd_1	0	No
	1	Yes
qd_2	0	No
	1	Yes
qd_3	0	No
	1	Yes
qd_4	0	No
	1	Yes
qd_5	0	No
	1	Yes
qd_6	0	No
	1	Yes

Variable Values		
Value		Label
qd_7	0	No
	1	Yes
qd_8	0	No
	1	Yes
qe_1	0	No
	1	Yes
qe_2	0	No
	1	Yes
qe_3	0	No
	1	Yes
qe_4	0	No
	1	Yes
qe_5	0	No
	1	Yes
qe_6	0	No
	1	Yes
qe_7	0	No
	1	Yes
qe_8	0	No
	1	Yes
qf_1	0	No
	1	Yes
qf_2	0	No
	1	Yes
qf_3	0	No
	1	Yes
qf_4	0	No
	1	Yes
qf_5	0	No
	1	Yes
qf_6	0	No
	1	Yes
qg_1	0	No
	1	Yes
qg_2	0	No
	1	Yes
qg_3	0	No
	1	Yes

Variable Values		
Value		Label
qg_4	0	No
	1	Yes
qg_5	0	No
	1	Yes
qh_1	1	Yes
	2	No
	3	I don't know
qh_2	1	Yes
	2	No
	3	I don't know
qh_3	1	Yes
	2	No
	3	I don't know
qh_4	1	Yes
	2	No
	3	I don't know
qi	1	None
	2	1 or 2
	3	3 or more
	4	I don't know
qj	1	Yes, I do usually wear eyeglasses or contact lenses when I use this type of device
	2	No, I do not usually wear eyeglasses or contact lenses when I use this type of device
qk	1	Yes, I am wearing my eyeglasses or contact lenses right now
	2	No, I am not wearing my eyeglasses or contact lenses right now
ql	1	Yes, I am wearing my eyeglasses or contact lenses
	2	No, I am not wearing my eyeglasses or contact lenses
q1	1	Never
	2	1 to 2 times
	3	3 to 5 times
	4	6 to 10 times
	5	More than 10 times
	6	I don't know

Variable Values		
Value		Label
q2	1	Less often than once per year
	2	Once per year
	3	2 to 3 times per year
	4	Once every 2 to 3 months
	5	About once per month
	6	More often than once per month
	7	I don't know
q3_1	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_2	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_3	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_4	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_5	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_6	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_7	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_8	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_9	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_10	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know

Variable Values		
Value		Label
q3_11	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_12	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_13	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q3_14	1	Yes, this does describe my beliefs about no-lye hair relaxers
	2	No, this does not describe my beliefs about no-lye hair relaxers
	3	I don't know
q4_1	1	Yes, I have experienced this as a result of using a no-lye hair relaxer
	2	No, I have not experienced this as a result of using a no-lye hair relaxer
	3	I don't know
q4_2	1	Yes, I have experienced this as a result of using a no-lye hair relaxer
	2	No, I have not experienced this as a result of using a no-lye hair relaxer
	3	I don't know
q4_3	1	Yes, I have experienced this as a result of using a no-lye hair relaxer
	2	No, I have not experienced this as a result of using a no-lye hair relaxer
	3	I don't know
q4_4	1	Yes, I have experienced this as a result of using a no-lye hair relaxer
	2	No, I have not experienced this as a result of using a no-lye hair relaxer
	3	I don't know
q5_1	0	No
	1	Yes
q5_2	0	No
	1	Yes
q5_3	0	No
	1	Yes
q5_4	0	No
	1	Yes
q5_5	0	No
	1	Yes
q5_6	0	No
	1	Yes
q5_7	0	No
	1	Yes

Variable Values		
Value		Label
q5_8	0	No
	1	Yes
q5_9	0	No
	1	Yes
q5_10	0	No
	1	Yes
q5_11	0	No
	1	Yes
q5_12	0	No
	1	Yes
q5_13	0	No
	1	Yes
q6	1	I agree
	2	I disagree